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EFC

2500058514

I. E.E.C.

ANDORRA

BELGIUM/LUXEMBOURG

CANARY ISLANDS

FRANCE

GERMANY

GREECE

IRELAND

ISREAL

ITALY

NETHERLANDS

PORTUGAL

SPAIN

UNITED KINGDOM

2500058515

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ANDORRA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS) (ESTIMATE)	1,810	2,050	2,215	2,640	2,930	3,406
LOCAL MANUFACTURE	1,330	1,516	1,630	2,000	2,220	2,784
IMPORTED FROM 1) FRANCE	100	111	120	125	130	120
2) SPAIN	360	413	440	500	561	482
3) OTHERS	20	10	25	15	19	20

COMPANY SHARES

1) R.J. REYNOLDS	51.4	46.4	44.5	41.5	38.9	40.7
2) PHILIP MORRIS	15.1	18.5	22.3	28.3	31.1	36.3
3) TSA - SPAIN	20.4	20.1	19.8	18.9	19.1	14.2
4) SEITA	5.5	5.4	5.5	4.9	4.6	3.5
OTHERS	7.6	9.6	7.9	6.4	6.3	5.3

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	P. MORRIS	IMSA/ANDORRA	12.9	16.8	20.9	27.2	30.3	35.6
2) WINSTON	R.J. REYNOLDS	REIG/ANDORRA	46.6	39.4	37.3	34.1	31.1	35.2
3) FORTUNA	TABACALERA	IMSA/TSA	11.6	11.9	11.6	11.2	10.4	7.2
4) CAMEL	R.J. REYNOLDS	REIG/ANDORRA	9.8	9.3	8.9	8.3	5.5	5.5
5) DUCADOS	TABACALERA	TABACALERA/SPAIN	5.5	5.4	4.8	4.2	4.3	3.6
6) GITANES	SEITA	SEITA/FRANCE	5.0	5.0	5.2	4.4	4.0	3.0
7) LUCKY STRIKE	TABACALERA	TSA/SPAIN	NA	1.3	1.9	2.5	3.2	2.6
8) PETER STUYV. T.E.I.		TABACS REUNIES/A	NA	NA	NA	NA	NA	NA
OTHERS			8.6	10.9	9.4	8.1	11.2	7.3

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EEC 1

(ANDORRA)

1985

1986

1987

1988

1989

1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

* NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	--	--	--	--	--	--
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&n LISTING
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BRANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058517

EEC 2

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BELGIUM/LUXEMBOURG

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	19,440	18,603	17,945	18,007	17,378	17,242
POPULATION TOTAL (MILLIONS)	10.3	10.3	10.2	10.2	10.1	10.0
PER CAPITA CONSUMPTION	1,887	1,806	1,759	1,765	1,721	1,720
SMOKER INCIDENCE						
% OF TOTAL POPULATION	32.0	30.0	30.0	26.0	27.0	27.0
% OF FEMALE POPULATION	28.0	24.0	24.0	21.0	22.0	22.0
% OF MALE POPULATION	38.0	36.0	36.0	32.0	32.0	32.0
COMPANY SHARES						
1) ROTHMANS	41.1	40.7	40.2	38.9	36.8	35.4
2) PMB	15.3	15.6	16.8	18.1	20.4	22.7
3) CINTA	15.1	16.3	16.6	16.9	16.8	17.0
4) B.A.T.	12.4	12.0	12.0	12.1	12.0	13.6
5) REYNOLDS/GOSSET	8.8	8.1	7.5	7.4	7.2	6.0
6) H. VAN LANDEWIJCK	7.3	7.3	6.9	6.6	6.8	5.4

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EEC 3

(BELGIUM/LUXEMBOURG)

1985 1986 1987 1988 1989 1990

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) BELGA	ROTHMANS	VANDER ELST	24.8	24.8	24.7	23.6	22.2	21.4
2) MARLBORO	P.M.B.	P.M.B.	12.6	12.9	13.6	14.7	16.1	17.4
3) BASTOS	CINTA	CINTA	7.3	7.9	8.2	8.6	8.5	8.9
4) GAULOISES	CINTA	CINTA	4.9	5.6	5.8	5.7	5.7	5.7
5) BARCLAY	B.A.T.	B.A.T.	2.4	2.5	2.9	3.2	3.6	4.4
6) BOULE D'OR	B.A.T.	B.A.T.	4.3	4.4	4.6	4.5	4.4	4.2
7) P. STUYVESANT	ROTHMANS	TURMAC	3.7	3.5	3.7	3.8	3.7	3.6
8) DUCAL	ROTHMANS	H.V. LANDEWIJCK	3.5	3.6	3.4	3.3	3.5	3.5
9) ST. MICHEL	GOSSET	GOSSET/RJR	5.9	5.4	4.9	4.4	4.0	3.4
10) RICHMOND	ROTHMANS	JUB/LAURENS	3.5	3.6	3.6	3.5	3.5	3.3
11) JOHNSON	ROTHMANS	JUB/LAURENS	3.5	3.5	3.4	3.3	3.2	3.2
12) L&M	P.M.B.	P.M.B.	---	---	0.6	0.9	1.7	2.7
13) CAMEL	R.J.R.	GOSSET/RJR	1.9	1.9	1.9	1.3	2.5	2.0
14) MARYLAND	ROTHMANS	H.V. LANDEWIJCK	1.4	1.4	1.4	1.3	1.4	1.4
15) KENT	B.A.T.	H.V. LANDEWIJCK	1.8	1.8	1.4	1.2	1.1	1.3

MARKET SEGMENTATION%

FILTER (NON-MENTHOL)	86.2	87.2	88.3	89.0	89.8	90.9
FILTER MENTHOL	0.7	0.7	0.7	0.6	0.6	0.6
NON-FILTER	13.1	12.1	11.0	10.4	9.6	8.5

PRICE SEGMENTATION

	20'S	25'S	SIZE					
LUXURY	BF 80	--	KS	1.1	1.2	1.2	1.2	1.1
INTERNATIONAL	BF 78-80	BF>85	KS	27.5	27.7	28.5	30.2	32.6
POPULAR	BF<78	BF 85	KS/RS	65.4	65.0	64.6	63.2	61.0
SUB-POPULAR	BF<65	BF<85	RS	6.0	6.1	5.6	5.4	5.3

TAR & NICOTINE SEGMENTATION%

ULTRA LOW (0-6MG TAR)	5.1	5.3	5.7	6.1	6.5	7.4
LOW (6-10MG TAR)	5.4	5.4	5.6	6.2	6.9	7.6
FULL FLAVOR (+10- MG TAR)	89.5	89.3	88.7	87.7	86.6	85.0

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EEC 4

(BELGIUM/LUXEMBOURG)	1985	1986	1987	1988	1989	1990
TOBACCO TYPE SEGMENTATION %						
BLOND: LOCAL BLOND	43.5	44.5	44.7	43.7	41.8	40.7
BLENDED	28.9	28.5	28.8	29.9	31.5	32.3
BLACK	17.1	16.3	15.2	14.3	13.3	12.1
LTN -LOCAL BLOND	4.2	4.7	4.6	4.7	4.7	5.0
-BLENDED	6.3	6.0	6.7	7.6	8.7	9.9
LENGTH SEGMENTATION %						
REGULAR SIZE	59.9	59.5	58.5	56.6	53.6	51.4
KING SIZE	35.8	36.1	36.8	38.7	41.7	43.6
100 MM	3.6	3.7	4.1	4.3	4.5	4.8
120MM	0.8	0.8	0.6	0.4	0.3	0.3
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	30.8	31.2	31.6	32.2	35.5	36.5
25 CIGTS/PACK	69.2	68.8	68.3	66.7	64.5	63.4
15 CIGTS/PACK			0.1	0.1	---	---
PACK TYPE SEGMENTATION %						
1. SOFT PACK	71.6	70.7	69.1	66.4	62.3	58.6
2. FLIP TOP BOX (HINGE LID)	26.9	27.8	29.4	32.2	36.3	40.1
3. OTHERS	1.5	1.5	1.5	1.4	1.4	1.3

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EEC 5

(BELGIUM/LUXEMBOURG)

1985

1986

1987

1988

1989

1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	3	2/3	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	YES
C) ADVERTISING	NO	NO	NO	NO	NO	YES

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGAR (MILLIONS)	122.1	104.4	99.2	91.0	83.7	75.3
SMOKING TOBACCO (THOUSAND KILOS)	7,387	6,800	6,120	5,897	5,602	5,040
CIGARILLOS (MILLIONS)	717.1	649.7	641.3	629.1	603.9	573.8

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EEC 6

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANARY ISLANDS

1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)					
4,681	4,591	4,817	5,031	5,202	4,833
4,174	4,247	4,488	4,734	4,907	4,599
81	59	59	55	38	35
275	147	122	104	52	43
110	94	95	88	102	85
41	44	53	50	103	71
POPULATION TOTAL (MILLIONS)					
1,427	1,438	1,448	1,458	1,469	1,479
3,280	3,193	3,327	3,451	3,541	3,268
3.7	4.3	4.7	N.A.	N.A.	N.A.
PER CAPITA CONSUMPTION					
NUMBERS OF TOURISTS (MILLIONS)					
SMOKER INCIDENCE					
% OF TOTAL POPULATION					
37.7	36.1	36.1	29.6	30.9	N.A.
% OF FEMALE POPULATION					
25.1	23.6	24.6	17.6	18.5	N.A.
% OF MALE POPULATION					
51.2	49.8	48.6	41.6	37.0	N.A.
COMPANY SHARES &					
1) R.J. REYNOLDS (RJR)					
31.9	34.6	32.5	34.0	34.3	32.8
---	---	---	---	---	27.4
14.7	17.2	18.5	20.6	22.6	24.2
12.8	12.3	18.6	14.0	14.0	---
22.7	16.8	16.7	13.3	12.4	---
6.9	8.2	8.1	7.8	7.2	7.1
5.2	5.6	5.1	4.8	4.4	3.7
2.8	2.0	2.1	2.1	1.8	2.0
3.0	3.3	3.4	3.4	3.3	2.8
OTHERS					
8) REGENTA					
7) ROTHMANS					
6) BAT (BAT)					
5) CITA					
4) TABACANARIA					
3) PHILIP MORRIS (PM)					
2) CITA/TABACANARIA (CITA)					
1) R.J. REYNOLDS (RJR)					

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(CANARY ISLANDS)

			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1)WINSTON	R.J.R.	R.J.R.	25.1	23.5	20.4	20.5	20.2	19.8
2)MARLBORO	P. MORRIS	P. MORRIS	8.7	10.6	12.2	14.0	16.1	17.4
3)CAMEL	R.J.R.	R.J.R.	6.3	10.6	11.6	13.1	13.7	12.5
4)KRUGER	TABACANARIA	BAT/TABACANARIA	10.6	9.5	10.6	11.1	10.9	12.0
5)CORONAS	C.I.T.A.	REEMTSMA/CITA	19.8	14.4	14.2	11.2	10.6	10.6
6)BENSON	B.A.T.	BAT/TABACANARIA	3.1	3.8	3.6	3.6	3.3	3.1
7)SWING	P. MORRIS	P. MORRIS	3.5	3.6	3.1	3.3	3.0	2.9
8)MECANICOS	J. DOS SANTOS	REGENTA	2.8	2.0	2.1	2.1	1.8	2.0
9)FORTUNA	PME/TSA	P. MORRIS	1.0	1.3	1.4	1.5	1.6	2.1
10)RECORD	C.I.T.A.	REEMTSMA/CITA	2.1	1.9	1.8	1.5	1.4	1.5
11)ROTHMANS	TURMAC	BAT/TABACANARIA	2.4	2.6	2.0	2.1	1.7	1.5
12)LARK	P. MORRIS	P. MORRIS	1.3	1.4	1.4	1.4	1.5	1.5
13)SILK CUT	GALLAHER	REEMTSMA/CITA (1)	0.9	1.2	1.2	1.4	1.5	1.4
14)BELMONT			0.8	1.3	1.2	1.2	1.1	1.4
15)OTHERS BALACK & BLOND			11.5	12.7	13.4	12.0	11.6	10.3

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	93.9	94.5	94.3	94.7	95.4	95.8
FILTER MENTHOL	0.9	1.0	1.1	1.0	1.0	0.9
NON-FILTER	5.2	4.5	4.6	4.3	3.6	3.3

PRICE SEGMENTATION % (ACTUAL PRICES)*

(PER 20'S PACK IN US \$)

PREMIUM (>1.07)	6.2	3.2	3.4	2.8	2.6	2.2
HIGH (1.06)	46.8	55.8	54.8	58.2	59.9	58.8
MEDIUM-HIGH (.58-.96)	4.8	5.7	5.9	5.7	6.0	6.0
MEDIUM (.53)	5.1	5.7	5.0	5.2	5.0	5.2
LOW (<.52)	37.5	29.6	31.0	28.2	26.5	27.8

*CHANGE: US \$ = 104PTS.

PREMIUM: IMPORTED BLOND BRANDS
 HIGH: INT'L BRANDS LOCALLY PRODUCED
 MEDIUM-HIGH: BLACK & BLONDS
 MEDIUM: BLOND LOCAL
 LOW: BLACK BRANDS

(1) Locally manufactured under license in 1986.

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EEC 8

(CANARY ISLANDS)

	1985	1986	1987	1988	1989	1990
TAR SEGMENTATION %						
FULL FLAVOR (+10.0 MG)	95.9	95.0	95.1	95.1	95.1	94.9
LIGHTS (6.1-19.0 MG)	4.1	5.0	4.9	4.9	4.8	5.0
ULTRA LIGHTS (6.0-MG)	---	---	---	---	0.1	0.1
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	49.2	54.7	53.9	57.3	59.4	59.8
VIRGINIA	8.7	10.6	9.9	9.6	9.5	8.4
GERMAN & EUROPEAN	4.5	4.3	4.5	4.3	4.0	3.4
DARK:	37.6	30.4	31.7	28.7	27.0	28.4
LENGTH SEGMENTATION %						
70 MM	4.1	3.7	3.6	3.5	3.1	3.0
80 MM	40.5	46.8	46.6	50.6	52.6	53.1
85 MM	52.5	46.5	46.7	43.2	41.6	41.4
95 MM	1.3	1.5	1.5	1.2	1.2	1.0
100 MM	1.5	1.4	1.4	1.4	1.4	1.4
120 MM	0.1	0.1	0.1	0.1	0.1	0.1
PACK COUNT SEGMENTATION %						
UP TO 19 CIGTS./PACK	3.3	2.9	2.9	2.8	2.6	2.5
20 CIGTS./PACK	96.6	96.9	97.0	97.1	97.3	97.4
OVER 20 CIGTS./PACK	0.1	0.2	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	46.9	38.1	37.9	33.9	32.5	32.9
FLIP TOP BOX	51.8	60.6	60.9	65.1	66.6	66.3
PRINCESS PACK	1.0	1.0	1.0	0.8	0.8	0.7
OTHERS (SLIDE & SHELL, CAN)	0.3	0.3	0.2	0.2	0.2	0.1

(CANARY ISLANDS)

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NATATIONS: 1) YES
2) BANNED
3) RESTRICTED

	1985	1986	1987	1988	1989	1990
A) TELEVISION	3	3	3	2*	2	2
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BRANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

(*) NO ADVERTISING ON TV BY LAW SINCE NOVEMBER 11, 1988

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EEC 10

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FRANCE

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	96,336	94,640	94,079	92,986	94,902	95,764
POPULATION TOTAL (MILLIONS)	55.1	55.3	55.5	55.8	56.1	56.5
PER CAPITA CONSUMPTION	1746	1,709	1,691	1,664	1,691	1,695
SMOKER INCIDENCE						
% OF TOTAL POPULATION	31.0	30.0	30.0	29.0	30.0	29.0
% OF FEMALE POPULATION	24.0	23.0	23.0	22.0	23.0	24.0
% OF MALE POPULATION	40.0	38.0	37.0	36.0	36.0	35.0
COMPANY SHARES						
1)SEITA	59.8	58.0	55.2	53.5	51.3	49.4
2)PHILIP MORRIS	17.1	18.4	20.0	21.2	22.8	24.2
3)ROTHMANS	14.7	14.5	14.7	14.5	14.3	14.0
4)R.J. REYNOLDS	5.0	5.8	6.6	7.3	7.8	8.4
OTHERS	3.4	3.3	3.5	3.5	3.8	4.0

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EEC 11

(FRANCE)

1985

1986

1987

1988

1989

1990

BRAND SHARES %

BRAND NAME	MANUF.						
1. MARLBORO RED	PM	13.7	14.2	14.8	15.1	15.8	15.7
2. GAULOISES	SEITA	19.0	18.0	16.5	15.7	14.9	13.6
3. CAMEL FILTRE	RJR	3.6	4.3	4.9	5.2	5.3	5.7
4. GAULOISES FILTRE	SEITA	9.8	8.5	7.5	6.7	6.0	5.3
5. GITANES NF	SEITA	7.3	7.1	6.8	6.3	6.0	5.3
6. PETER STUYVESANT RED	ROTHMANS	5.7	5.5	5.4	5.3	5.1	5.1
7. GAULOISES BLONDES	SEITA	4.7	4.1	4.0	3.8	3.5	3.2
8. GAULOISES BLONDES LEGERES	SEITA	---	1.5	2.0	2.4	2.6	2.8
9. GAULOISES LEGERES	SEITA	1.7	1.9	2.0	2.3	2.5	2.7
10. MARLBORO LIGHTS	PM	0.5	0.7	1.0	1.4	1.9	2.4
11. PM SUPERLIGHTS	PM	1.3	1.6	1.8	1.9	2.0	2.2
12. GITANES FILTRE	SEITA	3.4	3.1	2.9	2.6	2.3	2.1
13. ROTHMANS LEGERE	ROTHMANS	1.7	1.7	1.8	1.9	1.8	1.6
14. GITANES MAIS NF	SEITA	2.4	2.1	2.0	1.8	1.6	1.6
15. PETER STUYVESANT EXTRA MILD	ROTHMANS	1.3	1.4	1.5	1.4	1.5	1.6
16. GAULOISE BRUNES ULTRA LEGERES	SEITA	---	---	---	---	0.7	1.3
17. GAULOISES EXTRA LEGERE	SEITA	0.6	1.2	1.5	1.8	1.6	1.2
18. ROYALE MENTHOL	SEITA	1.1	1.1	1.1	1.1	1.1	1.1
19. CAMEL MILD	RJR	0.4	0.5	0.6	0.8	0.9	1.1

TOBACCO TYPE SEGMENTATION %

BLOND	50.6	53.5	56.6	58.7	60.7	63.7
BLACK	49.4	46.5	43.4	41.3	39.3	36.3

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	65.7	67.6	69.5	71.1	72.6	74.9
FILTER (MENTHOL)	3.8	3.7	3.7	3.7	3.7	3.7
NON-FILTER	30.5	28.7	26.8	25.2	23.7	21.4

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EEC 12

(FRANCE)

PRICE SEGMENTATION % (As per July 1989)		1985	1986	1987	1988	1989	1990
Category A	FF 5.50 - 7.20	46.7	44.1	41.1	39.0	37.4	34.5
Category B	FF 7.30 - 9.50	12.5	13.3	13.5	13.9	13.6	14.3
Category C	FF 9.70 - 10.10	16.8	17.9	19.2	19.7	20.2	22.2
Category D	FF 10.30	20.3	20.8	22.0	23.1	24.5	24.4
Category E	FF 10.40+	3.8	3.9	4.2	4.3	4.4	4.6
LAST PRICE INCREASE: JULY 1989							

TAR SEGMENTATION %

Tar (mg) 0 - 6	6.1	7.5	8.5	9.7	10.9	11.9
6.1 - 10	6.6	8.8	10.3	11.7	12.9	14.3
10.1 +	87.3	83.7	81.2	78.6	76.2	73.8

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS		N.A.	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS)		N.A.	N.A.	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND KILOS) (EST.)	2150	2,300	N.A.	N.A.	N.A.	N.A.
SNUFF (THOUSAND KILOS)		N.A.	N.A.	N.A.	N.A.	N.A.

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EEC 13

(FRANCE)	1985	1986	1987	1988	1989	1990
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN BLEND	37.5	39.4	42.1	43.9	46.2	48.6
VIRGINIA	6.6	6.5	6.8	6.7	6.7	6.5
OTHER BLOND	6.5	7.5	7.7	8.1	7.9	8.6
BLACK:	49.4	46.5	43.4	41.3	39.3	36.3
LENGTH SEGMENTATION %						
82 MM AND SHORTER	68.5	67.0	65.0	53.0	44.8	41.6
83 MM - 89 MM	27.7	29.2	30.9	42.4	50.3	53.5
90 MM - 100 MM	3.5	3.5	3.7	4.1	4.3	4.5
120 MM	0.5	0.4	0.4	0.4	0.4	0.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
* NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES Since 1976, increasing adverti	3	3	3	3	3	3
E) COUPONS (lighters, matches, books,	2	2	2	2	2	2
F) POINT OF SALE in banned media also.	3	3	3	3	3	3
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	3	3	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GERMANY

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	119,135	117,395	117,645	116,988	117,515	121,444
OF WHICH LOCAL MANUFACTURE:	114,470	112,320	112,413	111,674	111,934	115,256
IMPORTED FROM 1) FRANCE	673	648	687	751	804	996
2) DENMARK	1,193	1,472	1,640	1,732	1,883	1,859
3) IRELAND	49	38	39	36	31	28
4) ITALY	80	65	45	35	27	20
5) OTHERS	2,670	2,852	2,719	2,760	2,836	3,286
POPULATION TOTAL (MILLIONS)	61.0	61.0	61.1	61.2	61.7	63.0
PER CAPITA CONSUMPTION	1,953	1,925	1,925	1,912	1,905	1,928
SMOKER INCIDENCE						
% OF TOTAL POPULATION	30	29	30	29	29	28
% OF FEMALE POPULATION	24	23	24	24	24	23
% OF MALE POPULATION	36	36	36	35	34	34
COMPANY SHARES						
1) PHILIP MORRIS	20.7	23.6	25.4	27.6	30.3	31.4
2) BAT	24.6	23.8	23.1	22.3	21.7	21.1
3) REEMTSMA	20.8	19.9	19.5	19.7	18.5	19.2
4) BRINKMANN	11.9	11.4	11.1	10.7	9.9	9.4
5) REYNOLDS	10.5	10.0	10.0	9.2	8.8	8.1
6) BAD. TABAK MANUFAKTUR	6.7	6.2	5.8	5.4	4.8	4.5
7) AUSTRIA	1.3	1.3	1.3	1.3	1.9	2.2
Others	3.4	3.7	3.8	3.8	4.1	4.1

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EEC 15

(GERMANY)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) MARLBORO		PHILIP MORRIS	18.6	21.6	23.5	25.4	27.9	28.8
2) HB		BAT	15.4	14.6	13.9	13.2	12.6	12.2
3) CAMEL		REYNOLDS	9.1	8.4	8.6	8.0	7.6	7.0
4) WEST		REEMTSMA	5.1	4.8	4.6	4.8	4.9	6.1
5) LORD EXTRA		BRINKMANN	6.7	6.6	6.6	6.6	6.2	5.9
6) P. STUYVESANT		REEMTSMA	5.6	5.6	5.5	5.4	5.0	5.0
7) R 6		REEMTSMA	4.2	3.9	4.1	4.3	4.0	3.8
8) ERNTE 23		REEMTSMA	4.6	4.3	4.0	3.7	3.3	3.1
9) REVAL		BAD.TAB.MAN.	3.8	3.5	3.3	3.1	2.8	2.6
10) ROTHHANDLE		BAD.TAB.MAN.	2.5	2.7	2.2	2.1	1.8	1.8
11) PRINCE		BAT	0.9	1.2	1.3	1.4	1.5	1.5
12) B&H		BAT	0.9	1.1	1.3	1.3	1.3	1.3
13) LUX		BRINKMANN	2.0	1.9	1.7	1.6	1.4	1.2
14) KIM		BAT	1.3	1.2	1.2	1.2	1.2	1.1
15) KRONE		BAT	1.6	1.5	1.4	1.3	1.1	1.0
OTHERS			17.4	16.9	16.7	16.6	17.4	17.6
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			90.5	90.8	91.3	91.8	92.3	92.6
FILTER MENTHOL			1.1	1.2	1.1	1.1	1.1	1.1
NON-FILTER			8.5	8.0	7.6	7.1	6.6	6.3
PRICE SEGMENTATION %								
PRICE VALUE	(-DM 3.65 -)*		3.7	3.9	4.7**	4.9	5.7	6.5
INTERMEDIATE	(DM 3.70 - DM 3.85)*		8.4	7.5	7.0	6.8	6.5	7.2
SUB-MAIN-STREAM	(DM 3.90 - DM 3.95)*		3.8	2.1	1.2	1.1	1.0	0.5
MAIN-STREAM	(DM 4.00 - DM 4.10)*		43.5	42.9	41.1	32.6	28.4	28.5
PREMIUM	(DM 4.15 - DM 4.20)*		38.9	41.8	44.1	52.7***	57.1	56.2
LUXURY	(DM 4.25 - DM 4.60)*		1.5	1.4	1.5	1.6	1.0	1.0
HIGH LUXURY	(DM 4.65 AND MORE)		0.2	0.3	0.3	0.3	0.3	0.2

* Price per 19 cigs.

** Since 1987 Ducal included (0.6% MS)

*** In 1988 Camel Filters changed price classtream to Premium.

2500058531

(GERMANY)	1985	1986	1987	1988	1989	1990
TAR & NICOTINE SEGMENTATION %						
Nicotine (mg)						
0.0 - 0.4	12.1	9.3	6.0	6.8	7.7	8.9
0.5 - 0.9	72.9	69.4	67.0	66.5	64.9	63.1
1.0 - 1.4	13.7	20.5	26.8	26.5	27.1	27.7
1.5 +	0.6	0.7	0.2	0.2	0.3	0.3
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	44.4	46.3	48.1	49.9	52.7	55.1
VIRGINIA	1.4	1.8	2.2	2.2	2.1	2.0
EUROPEAN	47.2	45.2	43.6	42.1	39.9	37.9
BLACK	6.9	6.5	6.1	5.7	5.1	4.8
ORIENTAL	0.1	0.2	0.0	0.1	0.2	0.2
LENGTH SEGMENTATION %						
84 MM AND SHORTER	8.5	8.0	7.1	6.7	6.1	5.9
84 MM - 85 MM	83.0	83.5	84.5	85.0	85.5	85.7
90 MM - 99 MM	2.2	2.2	2.2	2.3	2.3	2.1
100 MM	6.0	6.0	5.8	5.7	5.8	6.0
OVER 100 MM	0.3	0.3	0.3	0.3	0.3	0.3
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	3	3	3	3	3	3

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EEC 17

(GERMANY)

1985

1986

1987

1988

1989

1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

YES

YES

YES

YES

YES

YES

SPECIFIC T&N NUMBERS ON:

A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

YES

YES

YES

YES

YES

YES

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)

1.639

1,475

1,351

1,320

1,245

1,291

PIPE TOBACCO (THOUSAND KILOS)

1.670

1,400

1,350

1,249

*1,210

1,207

ROLL YOUR OWN (THOUSAND KILOS)

15.700

15,700

15,000

14,500

13,800

13,500

SNUFF (THOUSAND KILOS)

*(DUE TO CHANGES OF PIPE ASSOCIATION)

2500058533

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GREECE

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	28,938	30,080	29,620	28,788	28,414	28,842
OF WHICH LOCAL MANUFACTURE:	95.9%	95.1%	94.0%	92.1%	90.6%	86.2%
IMPORTED FROM 1) GERMANY	1.5%	1.9%	2.0%	2.7%	2.9%	3.4%
2) UK	2.1%	2.3%	3.0%	1.9%	1.9%	2.1%
3) OTHERS	0.5%	0.7%	1.0%	3.3%	4.6%	8.3%
POPULATION TOTAL (MILLIONS)	10.06	10.08	10.14	10.20	10.25	10.25
PER CAPITA CONSUMPTION	2876	2984	2,921	2,820	2,772	2,814
COMPANY SHARES						
1) PAPASTRATOS	39.0	40.2	39.4	37.8	36.6	35.7
2) KARELIA	26.1	24.1	23.1	23.2	23.5	21.8
3) SEKAP	8.1	8.2	9.4	10.3	11.5	11.7
4) KERANIS	12.2	12.0	11.8	10.1	9.5	8.3
5) GEORGIADIS	8.8	8.9	8.4	9.0	8.2	7.5
6) CONSTANTINOU	1.8	1.6	1.9	1.6	1.3	1.2
7) OTHERS	4.0	5.0	6.0	8.0	9.4	13.8

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EEC 19

(GREECE)

1985 1986 1987 1988 1989 1990

TOP 20 BRANDS SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO RED	PM	PAPASTRATOS	15.0	15.6	15.4	11.9	12.9	12.3
2) ASSOS F SOFT	PAPASTRATOS	PAPASTRATOS	11.3	10.5	9.7	9.6	9.5	10.0
3) KARELIA	KARELIA	KARELIA	12.8	11.4	10.2	10.8	10.6	9.5
4) KARELIA LIGHTS	KARELIA	KARELIA	5.8	5.5	5.7	5.7	5.6	5.2
5) COOPER	SEKAP	SEKAP	4.2	5.1	5.0	5.1	5.1	4.7
6) ASSOS INT'L	PAPASTRATOS	PAPASTRATOS	0.3	1.1	2.0	3.8	4.0	4.7
7) CAMEL F	RJR	KARELIA	1.7	2.5	3.4	3.3	4.5	4.6
8) ANTINICOT 22	GEORGIADIS	GEORGIADIS	4.5	4.1	3.7	3.6	3.3	2.8
9) ROTHMANS KS	ROTHMANS	GEORGIADIS	2.0	2.4	2.8	2.2	2.2	2.1
10) GR LIGHTS	SEKAP	SEKAP	---	---	---	0.4	1.5	2.1
11) ASSOS EXPORT	PAPASTRATOS	PAPASTRATOS	3.2	3.1	3.1	2.7	2.3	2.0
12) KERANIS F	KERANIS	KERANIS	2.1	2.0	2.0	2.0	2.0	1.9
13) ASSOS NF	PAPASTRATOS	PAPASTRATOS	3.2	3.0	2.6	2.6	1.9	1.9
14) GR B+S	SEKAP	SEKAP	1.4	1.4	1.1	1.4	1.5	1.6
15) OSCAR 100's	KERANIS	KERANIS	2.0	2.0	1.9	1.7	1.5	1.4
16) COOPER LGTS.KS	SEKAP	SEKAP	---	---	.6	1.1	1.4	1.4
17) ROTH.ROYALS KS	ROTHMANS	GEORGIADIS	---	---	---	1.2	1.2	1.4
18) REX	KERANIS	KERANIS	1.9	1.8	1.7	1.6	1.3	1.2
19) MARL.LGTS.KS BOX	PM	PAPASTRATOS	1.1	1.2	1.3	1.1	1.2	1.2
20) ASSOS SUPER 100'S	PAPASTRATOS	PAPASTRATOS	0.9	1.1	1.2	1.3	1.2	1.2

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	94.0	94.0	94.0	94.0	94.0	94.0
NON-FILTER	6.0	6.0	6.0	6.0	6.0	6.0

PRICE SEGMENTATION % (Jan 1989 prices)

PREMIUM (241+)	--	31.3	32.3	27.6	29.2	30.9
MID (170-240)	27.0	11.0	19.1	25.1	26.1	27.0
HIGH (151-169)	22.0	12.7	10.6	10.0	9.0	8.4
MEDIUM (131-150)	48.0	42.5	35.9	35.3	33.8	32.0
LOW (125-130)	3.0	2.5	2.1	2.0	1.9	1.7

TAR & NICOTINE SEGMENTATION %

LOW (UNDER 15mg)	3.9	3.8	3.8	4.0	4.8	5.0
HIGH/FULL FLAVOR (15mg+)	96.1	96.2	96.2	96.0	95.2	95.0

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EEC 20

(GREECE)	1985	1986	1987	1988	1989	1990
TOBACCO TYPE SEGMENTATION %						
INTERNATIONAL BLENDS	29.1	31.4	32.7	31.3	33.6	37.6
LOCAL BLENDS	14.0	18.2	20.1	23.4	21.7	21.1
ORIENTAL	56.9	50.4	47.2	47.3	44.7	41.3
LENGTH SEGMENTATION %						
71 MM TO 79 MM	5.7	5.6	5.5	5.4	5.4	5.5
80 mm to 85 MM	90.3	90.5	90.6	90.7	90.7	90.6
95 MM TO 99 MM	0.5	0.5	0.5	0.5	0.5	0.6
100 MM	3.4	3.3	3.3	3.3	3.2	3.1
OVER 100 MM	0.1	0.1	0.1	0.1	0.2	0.2
PACK TYPE SEGMENTATION %						
SOFT PACK	30.0	29.8	29.7	29.5	29.4	29.4
FLIP TOP BOX	48.4	48.9	49.0	49.2	49.3	49.6
SHOULDER PACK	21.0	20.8	20.8	20.8	20.8	20.5
PRINCESS PACK	0.6	0.5	0.5	0.5	0.5	0.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

(GREECE)

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

	1985	1986	1987	1988	1989	1990
WARNING ON:						
A) PACKS	NO	NO	NO	NO	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (KILOS)	N/A	N/A	N/A	N/A	N/A	N/A
PIPE TOBACCO (THOUSAND KILOS)	N/A	N/A	N/A	N/A	N/A	N/A

2500058537

EEC 22

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: IRELAND

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	6.1	6.0	6.0	5.6	5.6	5.7
POPULATION TOTAL (MILLIONS)	3.4	3.5	3.5	3.5	3.5	3.5
PER CAPITA CONSUMPTION	1,794	1,714	1,714	1,600	1,600	1,629
COMPANY SHARES						
1) P.J. CARROLL & CO. (ROTHMANS)	53.0	51.5	51.0	48.9	46.0	43.0
2) GALLAHER	26.9	27.4	28.2	28.5	30.0	32.0
3) PLAYER & WILLS (IMPERIAL)	19.4	20.4	20.1	21.9	23.2	23.5
4) OTHERS (IMPORTS)	0.7	0.7	0.7	0.7	0.8	1.5

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER				
1) MAJOR EXTRA SIZE	- P.J. CARROLL	22.8	22.1	19.5	17.5
2) SILK CUT	- GALLAHER	15.2	15.2	16.0	15.6
3) ROTHMANS	- P.J. CARROLL	11.7	12.4	14.0	15.5
4) PLAYERS	- PLAYER-WILLS	15.0	15.9	16.5	14.1
5) CARROLLS NO. 1	- P.J. CARROLL	14.7	13.9	13.5	12.8
6) BENSON & HEDGES	- GALLAHER	7.2	6.6	7.0	7.8
7) GOLD BOND	- GALLAHER	3.9	3.9	3.5	2.8
8) SWEET AFTON	- P.J. CARROLL	2.7	2.7	2.5	2.5
9) WOODBINE	- PLAYERS & WILLS	1.7	1.7	1.5	1.0
OTHERS		5.1	5.6	6.0	10.4

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	90.4	91.1	90.7	92.0
FILTER MENTHOL	0.5	0.5	0.5	0.5
NON-FILTER	9.1	8.4	8.8	7.5

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EEC 23

(IRELAND)

	1985	1986	1987	1988	1989	1990
PRICE SEGMENTATION %						
HIGH	49.0	47.0	46.5	46.0		
MEDIUM	33.0	35.0	35.0	35.0		
LOW	18.0	18.0	18.5	19.0		
TOBACCO TYPE SEGMENTATION %						
BLOND: VIRGINIA	99.0	99.0	99.0	99.0	99.0	99.0
LENGTH SEGMENTATION %						
79 MM AND SHORTER	64.7	62.4	58.0	51.0		
80 MM TO 85 MM	34.3	36.5	40.0	47.0		
85 MM + (LONGER THAN KINGSIZE)	1.0	1.1	2.0	2.0		
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
* NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	3	3	3	3	3	3
HEALTH WARNING & T&N LISTING						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTON	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

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EEC 24

(IRELAND)

1985 1986 1987 1988 1989 1990

SPECIFIC T & N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (METRIC TONS)

PIPE TOBACCO (METRIC TONS)

ROLL YOUR OWN (METRIC TON)

NA	NA	NA	NA	NA	NA
NA	NA	NA	NA	NA	NA

2500058540

EEC 25

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ISRAEL

	1985	1986	1987	1988	1989	1990		
TOTAL CIGARETTE CONSUMPTION (Millions)	7500	7500	7850	8035	8010	8000		
OF WHICH LOCAL MANUFACTURE: %	96.9	94.2	93.0	78.2	74.7	76.5		
IMPORTED FROM 1) USA	2.9	5.6	6.6	21.4	24.6	22.7		
2) OTHERS	0.2	0.2	0.4	0.4	0.7	0.8		
POPULATION TOTAL (MILLIONS)	4.4	4.4	4.4	4.4	4.5	4.5		
PER CAPITA CONSUMPTION	1704	1704	1784	1826	1780	1778		
SMOKER INCIDENCE	N/A	N/A	N/A	26%	N/A	N/A		
% OF FEMALE POPULATION				30				
% OF MALE POPULATION				21				
COMPANY SHARES								
1) DUBEK	91.6	88.9	87.9	73.5	69.3	71.2		
2) PM	1.2	2.2	2.7	8.8	10.5	12.1		
3) B & W	1.4	2.7	3.5	11.8	12.9	8.9		
4) OTHERS	5.8	6.2	5.9	5.9	7.3	7.8		
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK							
	OWNERSHIP	MANUFACTURER						
1) TIME	DUBEK	DUBEK	60.4	63.9	60.0	53.0	48.5	52.8
2) MARLBORO	PM	PM	1.0	1.9	2.4	7.2	8.3	9.2
3) KENT	B&W	B&W	1.3	2.7	3.3	11.0	12.1	8.2
4) BROADWAY	DUBEK	DUBEK	10.9	7.4	9.8	6.6	5.4	6.1
5) EUROPA	DUBEK	DUBEK	6.9	8.3	7.8	5.7	5.7	5.9
6) SHERATON	DUBEK	DUBEK	3.2	1.5	1.5	2.3	1.8	2.0
7) MONTANA	DUBEK	DUBEK	1.9	2.6	3.4	1.4	1.5	1.7
8) ROYAL	DUBEK	DUBEK	0.9	1.7	1.3	0.6	0.5	0.6
OTHERS			13.5	10.0	10.5	12.2	14.1	13.5

(ISRAEL)	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION %						
FILTER	99.0	99.0	99.0	99.0	99.0	99.0
NON-FILTER	1.0	1.0	1.0	1.0	1.0	1.0
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW						
LOW (less. than 15mg)	0.1	0.1	0.1	0.1	0.1	0.1
HIGH/FULL FLAVOR (15mg+)	99.9	99.9	99.9	99.0	99.0	99.0
TOBACCO TYPE SEGMENTATION %						
BLOND	90.0	89.0	90.0	90.0	90.0	90.0
ORIENTAL	10.0	11.0	10.0	10.0	10.0	10.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	2.0	2.0	2.0	2.0	2.0	1.8
80 MM to 85 MM	90.0	90.0	90.0	90.0	90.0	90.2
100MM	8.0	8.0	8.0	8.0	8.0	8.0
PACK TYPE SEGMENTATION %						
SOFT PACK	10.0	10.0	10.0	6.0	5.0	4.9
FLIP TOP BOX	90.0	90.0	90.0	94.0	95.0	95.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	2	2	2	2	2	2

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EEC 27

(ISRAEL)

1985

1986

1987

1988

1989

1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES	YES	YES
NO	NO	NO	NO	NO	NO
YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON: *

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

2500058543

EEC 28

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ITALY

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	105,330.4	104,711	99,167.3	97,580	97,464	90,904
OF WHICH LOCAL MANUFACTURE:	65,750	64,979	60,742	57,239	54,724	46,989
IMPORTED FROM 1) HOLLAND	18,865	18,667	18,181	19,136	19,524	20,082
2) GERMANY	10,551	10,736	10,018	11,307	12,452	13,061
3) FRANCE	397	389	368	359	306	307
4) BELGIUM	270	261	243	375	571	710
5) OTHERS	49	48	42	41	40	48
6) FOREIGN BR. UNDER LICENSE	9448	9,631	9573	9,123	9,847	9,707
POPULATION TOTAL (MILLIONS)	57.2	57.3	57.3	57.4	57.5	57.5
PER CAPITA CONSUMPTION	1841	1825	1730	1699	1693	1581
SMOKER INCIDENCE						
% OF TOTAL POPULATION	29	31	28	24	23	22
% OF FEMALE POPULATION	20	23	21	20	18	17
% OF MALE POPULATION	39	39	35	28	28	28
COMPANY SHARES						
1) MONITAL	62.3	61.9	61.1	58.5	56.1	51.7
2) PHILIP MORRIS	30.4	30.8	31.8	34.1	36.3	40.4
3) B.A.T.	2.9	2.9	2.6	2.8	2.7	2.9
4) REYNOLDS	1.5	1.6	1.8	2.0	2.0	2.1
5) ROTHMANS	1.1	1.1	1.2	1.3	1.6	2.0
6) AUSTRIA TABAKWERKE	0.7	0.6	0.5	0.4	0.4	0.3
7) REEMTSMA	0.6	0.6	0.6	0.5	0.5	0.4
8) OTHERS	0.5	0.5	0.5	0.5	0.3	0.2

(ITALY)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) MS	MONITAL	MONITAL	43.1	43.7	42.6	41.7	40.4	36.8
2) MARLBORO	PM	PM&(MONITAL LIC)	12.5	12.7	13.2	14.6	15.9	17.8
3) MERIT	PM	PM	4.8	4.9	5.0	5.4	5.9	6.7
4) DIANA	PM	MONITAL LIC.	3.9	3.8	4.1	4.5	5.0	5.3
5) PM MULTIF.	PM	PM	4.4	4.4	3.9	4.0	3.7	3.9
6) MURATTI-AMB	PM	PM&(MONITAL LIC)	3.7	3.5	3.4	3.3	3.1	3.1
7) LIDO	MONITAL	MONITAL	2.9	2.9	2.8	2.6	2.4	2.2
8) PM	PM	PM	0.7	1.1	1.6	1.7	1.8	2.2
9) ALFA	MONITAL	MONITAL	1.6	1.6	1.9	2.0	1.9	2.0
10) CAMEL	RJR	RJR	1.2	1.3	1.5	1.7	1.9	2.0
11) ESPORTAZIONE	MONITAL	MONITAL	1.8	.17	1.8	1.9	1.8	1.7
12) N 80	MONITAL	MONITAL	2.2	2.1	2.3	1.8	1.7	1.4
13) KIM	B.A.T.	B.A.T.	2.1	2.1	1.7	1.7	1.4	1.4
14) LINDA	MONITAL	MONITAL	0.9	1.1	1.4	1.4	1.5	1.5
15) FUTURA	MONITAL	MONITAL	1.6	1.9	1.9	1.6	1.4	1.3
16) ROTHMANS	ROTHMANS	TURMAC	0.5	0.5	.05	0.6	1.0	1.3
OTHERS			8.5	8.8	9.5	9.4	9.2	9.4
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			93.6	94.7	95.0	95.6	96.3	96.3
FILTER MENTHOL			0.4	0.3	0.3	0.3	0.3	0.3
NON-FILTER			6.0	5.0	4.7	4.1	3.4	3.4
PRICE SEGMENTATION %								
	LIRA							
HIGH	3100-3350		33.0	33.5	33.9	36.1	38.1	42.2
MEDIUM	2200-3000		55.3	56.2	55.7	54.3	53.0	49.2
POPULAR	1300-1900		8.4	7.9	8.7	8.1	7.7	7.3
LOW	400-700		2.8	1.9	1.2	0.9	0.6	0.6
PREMIUM	3400+		0.5	0.5	0.6	0.6	0.6	0.7
TAR & NICOTINE SEGMENTATION %								
ULTRA LIGHTS			2.8	3.7	6.2	6.3	5.9	6.5
LIGHTS			13.3	14.5	17.5	17.7	17.9	19.3
FULL FLAVOR			83.9	81.8	76.3	76.0	76.2	74.2

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(ITALY)	1985	1986	1987	1988	1989	1990
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	24.6	25.3	27.2	29.9	32.9	36.9
VIRGINIA	1.0	1.0	1.1	1.3	1.6	2.0
DARK AIR-CURED	10.4	9.1	9.1	8.0	7.3	7.0
EUROPEAN	62.7	63.5	61.7	60.1	57.5	53.4
GERMAN	1.2	1.0	0.9	0.8	0.7	0.6
LENGTH SEGMENTATION %						
74 MM AND SHORTER	6.4	5.2	4.4	3.5	2.8	2.9
75 MM TO 82 MM	26.0	27.0	26.6	12.5	3.1	2.3
83 MM TO 88 MM	58.6	58.6	60.4	74.9	84.8	84.3
90 MM TO 95 MM	2.8	2.8	2.6	2.5	2.4	2.5
96 MM TO 101MM	6.2	6.3	5.9	6.4	6.7	7.9
+102 MM	0.1	0.1	0.1	0.1	0.1	0.1
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	0.04	0.05	0.1	0.2	0.4	0.7
20 CIGTS/PACK	99.96	99.95	99.9	99.8	99.4	99.3
PACK TYPE SEGMENTATION %						
SOFT PACK	61.0	58.9	58.0	53.4	50.5	46.2
FLIP TOP BOX	38.3	40.4	41.4	46.0	48.9	53.2
SLIDE AND SHELL	0.1	0.1	0.09	0.09	0.1	0.1
PRINCESS PACK	0.5	0.5	0.6	0.6	0.5	0.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2	2
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	2	2	2	2	2	2
G) BILLBOARDS	2	2	2	2	2	2
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	2	2	2	2	2	2

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EEC 31

(ITALY)	1985	1986	1987	1988	1989	1990
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON: *						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGAR (MILLIONS)	727	700	898	871	807	
PIPE TOBACCO (THOUSAND KILOS)	NA	NA	NA	NA	NA	
ROLL YOUR OWN (THOUSAND KILOS)	NA	NA	NA	NA	NA	
SNUFF (THOUSAND KILOS)	67	52	53	49	36	

* Printed numbers are not required by Law, so they are printed only for Marketing purposes for light brands as Marlboro Lights, Merit, Philip Morris Super and Ultra lights, etc.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NETHERLANDS

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	15.7	15.7	15.6	15.6	16.1	16.7
POPULATION TOTAL (MILLIONS)	14.5	14.5	14.6	14.7	14.8	15.0
PER CAPITA CONSUMPTION	1083	1083	1068	1061	1088	1113
SMOKER INCIDENCE						
% OF TOTAL POPULATION	19.7	18.8	18.6	18.4	18.0	19.0
% OF FEMALE POPULATION	24.0	22.7	22.7	22.7	22.5	22.9
% OF MALE POPULATION	15.6	14.9	14.6	14.3	14.2	15.1
COMPANY SHARES						
1) B.A.T.	24.5	24.5	23.6	23.1	22.6	23.0
2) PHILIP MORRIS	13.1	14.2	15.8	17.4	18.5	20.9
3) TURMAC (ROTHMANS)	23.0	22.4	21.7	21.3	20.8	19.5
4) LAURENS (ROTHMANS)	21.7	20.5	20.0	18.8	18.1	16.5
5) REYNOLDS	11.1	11.8	12.3	12.8	13.5	14.0
6) REEMTSMA	2.4	3.0	2.4	2.5	2.6	2.8
7) NIEMEYER	4.3	3.6	3.2	2.9	2.6	2.2
8) GRUNO	N.A.	N.A.	1.0	1.2	1.3	1.1

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(NETHERLANDS)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	PH. MORRIS	PH. MORRIS	10.9	12.2	13.7	15.5	16.7	18.9
2) CABALLERO	ROTHMANS	LAURENS	18.6	17.4	16.9	16.1	15.5	14.2
3) CAMEL	REYNOLDS	REYNOLDS	10.7	11.3	11.8	12.4	12.9	13.6
4) P. STUYVES.	ROTHMANS	TURMAC	9.8	9.7	9.6	9.6	9.5	9.0
5) PALL MALL	ROTHMANS	TURMAC	8.4	8.0	7.7	7.3	7.0	6.3
6) GLADSTONE	B.A.T.	B.A.T.	6.9	6.7	6.5	6.3	5.9	5.6
7) BELINDA	B.A.T.	B.A.T.	6.0	6.1	5.9	5.5	5.3	4.9
8) BARCLAY	B.A.T.	B.A.T.	2.4	2.6	3.1	3.4	4.0	4.9
9) MANTANO	B.A.T.	B.A.T.	4.3	4.1	3.8	3.5	3.2	2.8
10) ROXY	GALLAHER	NIEMEYER	3.4	2.9	2.6	2.4	2.1	1.9
11) DUNHILL	ROTHMANS	LAURENS	2.1	2.1	2.1	2.0	1.9	1.8
12) TIVOLI	ROTHMANS	LAURENS	2.2	2.2	2.1	1.9	1.9	1.6
13) HB CROWN	B.A.T.	B.A.T.	1.1	1.3	1.1	1.1	1.2	1.4
14) GAULOISES	SEITA		0.7	0.7	0.6	0.7	0.8	0.9
15) PH. MORRIS	PH. MORRIS	PH. MORRIS	0.7	0.7	0.6	0.8	0.8	0.8
16) NORTH STATE	B.A.T.	B.A.T.	1.1	0.9	0.8	0.7	0.7	0.6
17) RUNNER	PH. MORRIS	PH. MORRIS	0.8	0.7	0.5	0.5	0.5	0.4
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			68.2	70.3	72.2	74.5	76.5	70.9
FILTER MENTHOL			4.8	4.7	4.7	4.6	4.4	4.2
NON-FILTER			27.0	25.0	23.1	20.9	19.1	16.9
PRICE SEGMENTATION %								
EXPENSIVE (DFL. 0,2000)			1.6	2.3	2.7	2.8	2.9	3.3
HIGH (DFL. 0,1800 - 0,1999)			18.5	19.8	22.0	24.0	25.6	28.1
POPULAR (DFL. 0,1700 - 0,1799)			66.3	64.4	61.8	59.7	57.6	57.9
SOUS POPULAR (DFL. 0,1601 - 0,1699)			11.3	11.3	11.7	11.6	12.1	9.0
CHEAP (DFL. 0,1600 AND BELOW)			2.3	2.2	1.8	1.9	1.8	1.7

(NETHERLANDS)

1985 1986 1987 1988 1989 1990

TAR & NICOTINE SEGMENTATION %

ULTRA LOW (0 - 7 mg tar)	6.4	6.4	6.8	6.8	7.5	8.5
NORMAL LOW (7 - 13 mg tar)	9.1	8.8	9.0	9.2	9.6	10.4
MEDIUM/FULL FLAVOR (13+ mg tar)	84.5	84.8	84.2	84.0	82.9	81.1

TOBACCO TYPE SEGMENTATION %

CONTINENTAL	52.3	50.5	49.1	47.7	46.5	44.5
AMERICAN	37.5	39.3	41.0	42.7	44.1	46.6
VIRGINIA	4.0	4.1	4.0	3.8	3.6	3.2
BLACK	1.3	1.3	1.2	1.3	1.4	1.5
MENTHOL	4.9	4.8	4.7	4.5	4.4	4.2

LENGTH SEGMENTATION %

REGULAR (70 - 80 mm)	25.5	23.5	21.9	19.8	18.0	16.0
K.S. (80 - 90 mm)	70.4	71.5	72.6	74.5	76.3	70.2
S.K.S. (90 - 100 mm)	1.3	1.4	1.3	1.1	1.0	0.9
100 mm	2.6	3.4	4.0	4.5	4.6	4.7
120 mm	0.2	0.2	0.2	0.1	0.1	0.1

PACK TYPE SEGMENTATION

SOFT PACK	79.0	76.3	71.9	58.3	45.3	34.9
FLIP TOP BOX	19.2	21.7	26.2	40.0	53.0	63.5
OTHERS	1.8	2.0	1.9	1.7	1.7	1.6

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EEC 35

(NETHERLANDS)

1985 1986 1987 1988 1989 1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	3	3	3	3	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	YES	YES

SPECIFIC T & N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BRANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

(NETHERLANDS)

1985 1986 1987 1988 1989 1990

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS	(MILLIONS)	678	633	592	528	519	407
PIPE TOBACCO	(THOUSAND KILOS)	736	732	702	690	*850	*892
ROLL YOUR OWN	(THOUSAND KILOS)	17488	17395	16680	16368	16147	16,953
CHEWING TOBACCO	(THOUSAND KILOS)	184	183	176	172	---	---

*INCLUDING CHEWING TOBACCO

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PORTUGAL

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	13,585	13,788	14,134	14,213	14,328	14,977
OF WHICH LOCAL MANUFACTURE:	13,568	13,788	14,134	14,213	14,328	14,935
IMPORTED FROM 1) AZORES AND MADEIRA ISLANDS	---	---	---	---	---	---
2) FRANCE	16	---	---	---	---	---
3) AUSTRIA	---	---	---	---	---	42
4) SPAIN	---	---	---	---	---	---
5) OTHERS	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
POPULATION TOTAL (MILLIONS) MAINLAND	9,631	9,681	9,723	9,761	9,793	9,822
PER CAPITA CONSUMPTION	1,411	1,424	1,454	1,456	1,463	1,525
SMOKER INCIDENCE						
% OF TOTAL POPULATION	N.A.	N.A.	29.8	24.2	19.4	22.4
% OF FEMALE POPULATION	N.A.	N.A.	14.7	10.3	8.8	8.9
% OF MALE POPULATION	N.A.	N.A.	46.6	39.7	31.0	37.3
COMPANY SHARES						
1) TABAQUEIRA	98.8	98.9	99.1	99.2	99.2	98.7
2) PHILIP MORRIS	0.6	0.6	0.5	0.5	0.5	0.7
3) REYNOLDS	0.5	0.4	0.3	0.2	0.2	0.5
4) SEITA	0.1	0.1	0.1	0.1	0.1	0.1
5) TABACALERA	---	---	---	---	---	0.1
6) AZORES & MADEIRA ISLANDS	---	---	---	---	---	---
7) AUSTRIATABAKWERKE	---	---	---	---	---	---
8) OTHERS	---	---	---	---	---	---

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(PORTUGAL)

1985 1986 1987 1988 1989 1990

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)SG	TABAQUEIRA	TABAQUEIRA	76.0	78.3	80.5	82.9	84.2	85.5
2)PORTUGUES SUAVE	TABAQUEIRA	TABAQUEIRA	8.9	8.7	8.5	8.2	8.2	7.7
3)KENTUCKY	TABAQUEIRA	TABAQUEIRA	7.8	7.4	6.2	4.9	3.8	2.8
4)RITZ	TABAQUEIRA	TABAQUEIRA	2.4	1.8	1.5	1.1	1.0	0.9
5)PROVISORIOS	TABAQUEIRA	TABAQUEIRA	1.3	0.6	0.8	0.7	0.6	0.6
6)MARLBORO	P. MORRIS	TABAQUEIRA	0.6	0.4	0.4	0.4	0.4	0.6
7)DEFINITIVOS	TABAQUEIRA	TABAQUEIRA	1.3	0.6	0.5	0.3	0.4	0.5
8)CT KS	TABAQUEIRA	TABAQUEIRA	0.4	0.4	0.4	0.4	0.4	0.4
9)SINTRA	TABAQUEIRA	TABAQUEIRA	0.4	0.3	0.3	0.3	0.3	0.3
10)CAMEL BOX	REYNOLDS	TABAQUEIRA	0.1	0.1	>0.1	>0.1	>0.1	0.3
11)WINSTON	REYNOLDS	TABAQUEIRA	0.2	0.1	>0.1	>0.1	>0.1	0.2
12)ORFEU	TABAQUEIRA	TABAQUEIRA	0.3	0.7	0.3	0.3	0.2	<0.1
13)BOND	P. MORRIS	TABAQUEIRA	-	0.2	0.2	0.1	>0.1	<0.1
14)VALMONT	REYNOLDS	TABAQUEIRA	0.1	0.2	0.1	0.1	>0.1	<0.1
15)GAULOISES	SEITA	TABAQUEIRA	0.1	0.1	>0.1	>0.1	>0.1	<0.1
16)OTHERS			0.1	0.1	0.1	0.4	0.2	0.2

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	86.6	88.4	90.2	92.0	93.2	94.5
FILTER MENTHOL	0.1	0.1	0.1	0.1	0.1	0.1
NON-FILTER	13.3	11.5	9.7	7.9	6.7	5.4

PRICE SEGMENTATION %

PREMIUM (US \$ +1.55)	0.9	0.6	0.5	0.5	0.6	1.2
HIGH (US \$ 1.31 - 1.38)	3.7	4.6	7.0	10.0	10.0	10.6
MEDIUM (US \$ 1.11 - 1.27)	84.7	85.4	83.7	83.3	84.3	84.3
LOW (US \$.85)	2.8	2.0	1.6	1.3	1.3	1.1
ECONOMY (US \$.37)	7.8	7.4	6.2	4.9	3.8	2.8

TAR CATEGORIES SEGMENTATION %

FULL FLAVOR (+10 MG)	96.5	95.7	93.1	90.4	90.4	89.6
LIGHTS (6.1 - 10.0 MG)	3.5	4.3	5.7	6.6	7.4	8.1
ULTRALIGHTS (-6.1 MG)	<0.1	<0.1	1.1	3.0	2.2	2.3

CHANGE: 1 US \$ = 141.6 ESCUDOS

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EEC 39

(PORTUGAL)	1985	1986	1987	1988	1989	1990
TOBACCO TYPE SEGMENTATION						
BLOND: AMERICAN	77.8	80.0	82.1	84.4	85.9	87.3
EUROPEAN	22.0	19.9	17.8	15.5	14.3	12.6
BLACK	0.2	0.1	0.1	0.1	0.1	0.1
LENGTH SEGMENTATION %						
70 MM AND SHORTER	56.2	53.7	51.0	48.5	47.9	48.7
80 MM to 85 MM	43.8	46.4	49.0	51.5	52.1	51.3
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	7.8	7.4	6.2	4.9	3.8	2.8
20 TO CIGTS/PACK	89.6	91.4	92.5	94.1	95.2	97.2
21 TO 24 CIGTS/PACK	2.6	1.2	1.3	1.0	1.0	---
PACK TYPE SEGMENTATION %						
SOFT PACK	95.1	94.6	90.5	89.8	89.8	88.6
FLIP TOP BOX	4.9	5.4	9.5	10.2	10.2	11.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	2	2	2	2	2	2
I) SAMPLING	1	1	1	1	1	1

(PORTUGAL)

1985 1986 1987 1988 1989 1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS*

CIGARS (MILLIONS)	0.40	0.37	0.33	0.41	0.27	N.A.
SMALL CIGARS (MILLIONS)	1.96	2.01	2.42	2.94	2.16	N.A.
PIPE TOBACCO (THOUSAND KILOS)	15.3	15.1	12.8	12.4	11.6	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	136.7	134.4	121.0	117.3	103.6	N.A.

*ONLY TABQUEIRA'S BRANDS

2500058556

EEC 41

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SPAIN (MONOPOLY'S AREA)

	1985	1986	1987*	1988*	1989*	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	79,135	77,827	79,956	77,315	79,357	81,908
OF WHICH LOCAL MANUFACTURE:	78,972	77,593	79,576	76,900	78,871	81,448
IMPORTED FROM 1) U.S.A.	84	10	33	<1	---	---
2) U.K.	33	63	115	165	148	117
3) GERMANY	11	61	66	93	100	68
4) OTHERS	35	100	166	157	238	275
POPULATION TOTAL (MILLIONS)	37,083	37,236	37,389	37,543	37,696	37,847
PER CAPITA CONSUMPTION	2,134	2,090	2,138	2,059	2,105	2,164
SMOKER INCIDENCE						
% OF TOTAL POPULATION	39.5	38.6	38.3	36.6	34.3	35.0
% OF FEMALE POPULATION	25.3	23.1	23.8	21.2	22.9	23.9
% OF MALE POPULATION	54.2	50.1	53.4	47.1	46.2	46.6
COMPANY SHARES						
1) TABACALERA, S.A. (T.S.A.)	76.7	75.5	73.6	71.6	70.3	67.4
2) PHILIP MORRIS (P.M.)	3.0	4.3	6.8	8.7	10.5	12.9
3) R.J. REYNOLDS (R.J.R.)	8.1	9.0	9.0	9.4	9.6	10.1
4) B.A.T. (B.A.T.)	4.3	4.7	4.7	5.0	4.9	5.3
8) OTHERS	8.3	6.5	5.9	5.3	4.7	4.3

* AS OF 1987 INCLUDING CEUTA & MELILLA

2500058557

(SPAIN)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) DUCADOS	T.S.A.	T.S.A.	36.1	35.9	36.0	34.6	34.1	31.7
2) FORTUNA	T.S.A.	T.S.A./P.M.	24.1	23.4	22.6	23.2	23.5	24.5
3) MARLBORO	P.M.	P.M./T.S.A	2.8	3.6	5.2	7.1	8.7	10.7
4) WINSTON	R.J.R.	T.S.A./R.J.R.	7.0	7.5	7.7	7.8	7.7	8.0
5) LUCKY STRIKE	T.S.A.	T.B.C.	2.3	2.8	2.8	3.0	3.1	3.6
6) CELTAS	T.S.A.	T.S.A	5.8	5.6	5.2	4.8	4.1	3.1
7) BN	T.S.A	T.S.A	3.2	3.2	3.1	3.1	3.0	2.9
8) CAMEL	R.J.R.	R.J.R.	--	1.5	1.3	1.6	1.8	2.1
9) CHESTERFIELD	PM	PM	--	0.5	1.5	1.5	1.6	1.9
10) NOBEL	T.S.A.	P.M.	1.7	1.7	1.6	1.5	1.6	1.7
11) HABANOS	T.S.A	T.S.A	1.8	1.8	1.6	1.7	1.8	1.7
12) ROYAL CROWN	T.S.A.	T.B.C.	1.6	1.6	1.5	1.3	1.3	1.3
13) REX	CITA/REEMTSMA	CITA/REEMTSMA	2.5	2.1	1.8	1.6	1.4	1.2
14) DIANA	T.S.A.	T.S.A	1.0	0.9	0.8	0.8	0.7	0.7
15) CORONAS	CITA/REEMTSMA	CITA/REEMTSMA	1.0	0.8	0.7	0.6	0.6	0.6
16) OTHERS			--	--	--	--	--	--
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			95.9	96.0	96.4	96.9	98.3	99.2
FILTER MENTHOL			0.4	0.5	0.4	0.5	0.4	0.4
NON-FILTER			3.7	3.5	3.2	2.6	1.3	0.4
PRICE SEGMENTATION % (ACTUAL PRICES)*								
(PER 20'S PACK IN US \$)								
PREMIUM (1.74 +)			0.1	0.2	0.2	0.2	0.2	0.2
HIGH (1.73)			11.2	13.1	14.8	17.3	19.2	21.6
MEDIUM-HIGH (1.21-1.49)			0.5	0.9	1.8	2.0	1.9	2.1
MEDIUM (.97-1.20)			30.0	29.6	28.6	29.1	29.5	31.2
MEDIUM-LOW (.57-.96)			9.3	8.9	8.3	7.8	7.7	7.3
*CHANGE: 1 us \$ + 104 PTS.								

(SPAIN)	1985	1986	1987	1988	1989	1990
TAR SEGMENTATION %						
FULL FLAVOR (+10.0 MG)	96.5	96.5	96.7	96.6	96.4	96.3
LIGHTS (6.1-10.0 MG)	3.5	3.5	3.3	3.3	3.4	3.5
ULTRALIGHTS	---	---	--	0.1	0.2	0.3
LENGTH SEGMENTATION %						
70 MM	2.9	2.7	2.4	2.0	1.3	0.4
80 MM	15.9	18.8	21.4	24.0	26.3	29.6
85 MM	80.4	77.7	75.4	73.1	71.6	69.2
95 MM	0.2	0.2	0.3	0.3	0.3	0.2
100 MM	0.6	0.6	0.5	0.5	0.5	0.5
120 MM	<0.1	<0.1	<0.1	0.1	<0.1	<0.1
PACK COUNT SEGMENTATION %						
10 TO 18 CIGTS/PACK	0.3	0.3	0.2	---	---	<0.1
20 CIGTS/PACK	99.6	99.7	99.8	100.0	100.0	99.9
OVER 20 CIGTS/PACK	0.1	<0.1	<0.1	<0.1	<0.1	<0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	80.5	77.6	75.1	72.6	69.9	66.6
FLIP TOP BOX	19.3	22.1	24.7	27.1	29.8	33.1
PRINCESS PACK	0.2	0.2	0.2	0.2	0.2	0.2
OTHER (CAN/SHOULDER/SLIDE & SHELL)	0.1	<0.1	<0.1	<0.1	<0.1	0.1
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	42.3	44.0	45.2	48.2	50.1	54.3
VIRGINIA	1.9	2.0	2.0	2.0	1.9	1.8
GERMAN	0.1	0.1	0.1	0.1	0.1	0.1
EUROPEAN	<0.1	<0.1	<0.1	0.1	0.1	<0.1
BLACK:	55.8	53.9	52.6	49.7	47.9	43.8

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EEC 44

(SPAIN)	1985	1986	1987	1988	1989	1990
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
(A) TELEVISION	1 (XXX)	1 (XXX)	1 (XXX)	2	2	2
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE (B)	3	3	3	3	3	3
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING (B)	3	3	3	3	3	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	823.7	799.1	779.3	747.9	728.7	729.4
PIPE TOBACCO (THOUSAND KILOS)	122.3	117.2	108.3	97.6	96.8	96.7
ROLL YOUR OWN (THOUSAND KILOS) (C)	375.6	348.8	462.4	524.0	430.9	451.6
CHewing TOBACCO (KILOS)	N.A.	N.A.	N.A.	381.0	110.1	N.A.
(A) NO ADVERTISING ON TV BY LAW FROM NOVEMBER 11, 1988						
(B) ALLOWED ONLY IN TOBACCO SHOPS						
(C) AS OF 1988 INCLUDING IDEALES CUADRADO						

2500058560

EEC 45

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: UNITED KINGDOM

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	97,200	95,000	98,500	97,500	98,000	98,300
TOTAL IMPORTED:	NA	NA	NA	NA	NA	NA
POPULATION TOTAL (MILLIONS)	56.0	56.5	56.5	57.1	57.2	57.6
PER CAPITA CONSUMPTION	1,723	1681	1743	1,708	1,713	1,707
SMOKER INCIDENCE						
% OF TOTAL POPULATION	28	26	25	24	23	22
% OF FEMALE POPULATION	29	26	26	25	23	23
% OF MALE POPULATION	28	25	25	23	23	22
COMPANY SHARES						
1) GALLAHER	31.3	33.0	35.7	38.5	40.1	41.9
2) IMPERIAL	42.1	40.5	39.3	37.1	34.9	33.2
3) CARRERAS ROTHMAN	12.4	10.7	9.4	9.0	9.3	9.0
4) PHILIP MORRIS	5.1	4.8	4.8	5.0	5.0	4.8
5) B.A.T.	0.7	0.3	0.0	0.0	0.0	0.0
6) REYNOLDS	8.4	3.4	3.3	3.3	3.5	3.4
OTHERS		7.3	7.5	7.1	7.2	7.7

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(UNITED KINGDOM)

1985 1986 1987 1988 1989 1990

BRAND FAMILY SHARES % *

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) BENSON AND HEDGES	GALLAHER	GALLAHER	17.4	17.6	18.6	19.2	19.1	19.1
2) EMBASSY/REGAL	WILLS	WILLS	16.2	15.3	14.4	13.9	13.9	14.8
3) SILK CUT	GALLAHER	GALLAHER	7.0	7.3	7.5	8.3	9.2	10.0
4) BERKELEY	GALLAHER	GALLAHER	2.8	4.5	6.4	8.0	9.0	9.8
5) LAMBERT & BUTLER	WILLS	WILLS	3.4	5.3	6.8	7.5	7.3	7.4
6) SUPERKINGS	IMPERIAL	IMPERIAL	7.2	7.4	6.6	5.7	5.4	5.2
7) JOHN PLAYER SPECIAL PLAYERS	PLAYERS	PLAYERS	6.6	5.5	5.5	4.8	4.3	3.9
8) DORCHESTER	REYNOLDS	REYNOLDS	2.5	3.1	3.0	3.0	3.2	3.0
9) MARLBORO	PM	PM	2.5	2.4	2.4	2.3	2.3	2.5
10) RAFFLES	PM	PM	2.6	2.4	2.4	2.7	2.6	2.3

MARKET SEGMENTATION%

FILTER (NON-MENTHOL)	95.0	95.4	95.6	95.7
FILTER MENTHOL	1.0	1.4	1.5	1.7
NON-FILTER	4.0	3.2	2.9	2.6

PRICE SEGMENTATION %**

PREMIUM	79.0	76.3	73.5	71.3
LOW ASP VS PREMIUM RRP	6.0	2.3	1.8	1.5
LOW BRANDED PRICE FIGHTERS	9.0	14.5	17.7	20.5
OWN LABEL	6.0	6.9	7.0	6.7

*BASED ON RAL AUDIT - CONSUMER SALES

**PRICE SEGMENTATION - REWORKED - 1985 REFLECTS EMERGENCE OF NEW APPROACH TO PRICE FIGHTING WITH MOST PREVIOUS LOW ASP VS PREMIUM RRP BRANDS REVERTING TO PREMIUM PRICING

2500058562

EEC 47

(UNITED KINGDOM)

	1985	1986	1987	1988	1989	1990
TAR & NICOTINE SEGMENTATION%						
LOW (1-10MG)	15.7	16.0	16.2	17.2	18.7	20.1
LOW TO MIDDLE (11-16MG)	43.4	44.9	45.8	45.8	48.1	48.3
MIDDLE/FULL FLAVOR (17-22MG)	40.6	38.9	37.8	36.7	32.8	31.2
MIDDLE TO HIGH (23-28MG)	0.1	0.2	0.2	0.1		
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	3.0	3.0	2.5	2.4		
VIRGINIA	97.0	97.0	97.5	97.6		
BLACK	*	*	*	*		
LENGTH SEGMENTATION %						
70 MM TO 79 MM	10.2	8.8	8.0	7.4	6.4	5.5
80 MM TO 85 MM	68.3	67.4	67.6	63.9	64.1	64.5
86 MM ABOVE	17.8	20.4	24.4	26.1	27.3	29.9
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	9.2	9.7	9.8	9.6	9.3	9.3
20 CIGTS/PACK	90.8	90.3	90.2	90.4	90.7	90.7
PACK TYPE SEGMENTATION %						
SOFT PACK	*	*	*	*	*	*
FLIP TOP BOX	99.0	99.0	99.0	99.0	99.0	99.0
SLIDE AND SHELL	*	*	*	*	*	*
PRINCESS PACK	*	*	*	*	*	*

(*DENOTES LESS THAN 1%) No data available for vending packs that historically range between 16-20 cigarettes per pack depending on prices.

(UNITED KINGDOM)

1985 1986 1987 1988 1989 1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	2	2	2	2
I) SAMPLING	3	3	3	3	3	3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING (EXCEPT SPORTS SPONSORSHIP)	YES	YES	YES	YES	YES	YES

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EEC 49

(UNITED KINGDOM)

	1985	1986	1987	1988	1989	1990
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGAR(MILLIONS)	1,488	1,534	1,649	1,766		
PIPE TOBACCO (THOUSAND KILOS)	2,617	2,338	2,290	2,442		
ROLL YOUR OWN (THOUSAND KILOS)	4,476	4,362	4,275	4,287		
CHEWING TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.		
SNUFF (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.		
BIDI (MILLIONS)	N.A.	N.A.	N.A.	N.A.		
KRETEK (MILLIONS)	N.A.	N.A.	N.A.	N.A.		

2500058565

EEC 50

EMA

2500058566

II. E.E.M.A.

ALGERIA

AUSTRIA

BAHRAIN

BULGARIA

CZECHOSLOVAKIA

EGYPT

FINLAND

GABON

HUNGARY

IVORY COAST

KUWAIT

MALI

MALTA

MOROCCO

NIGERIA

NORWAY

OMAN

POLAND

QATAR

REUNION

RUMANIA

SAUDI ARABIA

2500058567

II. E.E.M.A. (CONT'D)

SENEGAL

SWEDEN

SWITZERLAND

TUNISIA

TURKEY

UNITED ARAB EMIRATES DOMESTIC

YUGOSLAVIA

2500058568

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ALGERIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	18.1	19.1	18.9	19.6	15.9	
PER CAPITA CONSUMPTION	833	852	820	810	641	
COMPANY SHARES (%)						
1) SNTA	93.7	89.0	92.5	92.5	90.5	
2) PHILIP MORRIS	0.7	4.3	2.9	4.5	6.4	
3) R.J. REYNOLDS	1.0	2.9	3.4	3.0	3.1	
4) ROTHMANS INTERNATIONAL	4.6	3.8	1.2	--	--	
COMPANY SHARES - INTERNATIONAL SEGMENT (%)						
1) PHILIP MORRIS	11.2	39.1	38.9	60.8	67.6	
2) R. J. REYNOLDS	15.9	26.4	45.4	39.2	32.4	
3) ROTHMANS INTERNATIONAL	72.9	34.5	15.7	--	--	
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				2	2	2
D) MAGAZINES				2	2	2
E) COUPONS				2	2	2
F) POINT OF SALE				2	2	2
G) BILLBOARDS				2	2	2
H) CINEMA				2	2	2
I) SAMPLING				3	2	2

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EEMA 1

PHILIP MORRIS INTERNATIONAL FACT BOOK

(ALGERIA)

	1985	1986	1987	1988	1989	1990
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS				YES	YES	YES
B) CARTONS				NO	NO	NO
C) ADVERTISING				--	--	--
SPECIFIC T&N NUMBERS ON:						
A) PACKS				NO	NO	NO
B) CARTONS				NO	NO	NO
C) ADVERTISING				--	--	--

2500058570

EEMA 2

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: AUSTRIA

	1985	1986	1987	1988	1989	1990		
TOTAL CIGARETTE CONSUMPTION (BILLION)	15.6	15.6	15.2	14.5	14.1	14.4		
POPULATION TOTAL (MILLIONS)	7.6	7.6	7.6	7.6	7.6	7.6		
PER CAPITA CONSUMPTION	2059	2054	2057	1968	1912	1895		
SMOKER INCIDENCE								
% OF TOTAL POPULATION	29	N.A.	31.0	31.0	31.0			
% OF FEMALE POPULATION	24	N.A.	25.0	25.0	25.0			
% OF MALE POPULATION	34	N.A.	38.0	38.0	39.0			
COMPANY SHARES %								
1) ATW	72.1	71.7	71.1	68.7	65.9	71.7		
2) PHILIP MORRIS	6.2	6.5	7.9	9.5	10.9	12.5		
3) BAT	6.0	5.5	5.1	5.0	4.5	4.7		
4) REEMTSMA	4.4	4.3	4.2	4.3	4.3	4.1		
5) OTHERS	11.3	12.0	11.7	12.5	14.4	7.0		
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)MEMPHIS	ATW	ATW	10.8	16.5	18.0	18.5	19.2	23.2
2)MILDE SORTE	ATW	ATW	11.5	10.5	10.6	11.6	11.6	13.1
3)MARLBORO	PM	ATW	6.2	6.5	7.8	9.4	10.8	12.2
4)HOBBY	ATW	ATW	15.7	14.5	12.7	11.2	9.9	8.7
5)FALK	ATW	ATW	11.9	10.7	10.0	8.9	7.4	6.4
6)DAMES	ATW	ATW	11.3	9.6	8.5	7.3	6.7	6.1
7)HB	ATW	ATW	6.0	5.5	5.1	5.0	4.5	4.2
8)ERNTE 23	REEMTSMA	ATW	4.4	4.3	4.2	4.3	4.3	4.1
9)CASABLANCA	ATW	ATW	---	---	0.6	1.2	2.3	2.7
10)SMART EXPORT	ATW	ATW	4.0	3.6	3.3	2.9	2.5	2.2

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(AUSTRIA)

	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION%						
FILTER (NON-MENTHOL)	99.5	99.5	99.6	99.6	99.7	99.0
FILTER MENTHOL	---	---	---	---	---	---
NON-FILTER	0.5	0.5	0.4	0.4	0.3	1.0
TAR & NICOTINE SEGMENTATION %						
LOW (10 MG.)	31.6	43.2	41.9	39.2	40.0	34.0
LENGTH SEGMENTATION%						
UP TO 80 MM (WITHOUT FILTER)	---	---	---	---	---	---
80-84 MM (WITH FILTER)	100.0	100.0	100.0	99.9	99.7	96.9
94 AND 100 MM (WITH FILTER)	---	---	---	0.1	0.3	3.1
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100	100	100	100	100	100
PACK TYPE SEGMENTATION %						
SOFT PACK	53.9	49.2	44.8	40.6	36.2	35.3
FLIP TOP BOX	46.1	50.8	55.2	58.4	63.8	64.7
SHOULDER PACK	1.8	---	---	---	---	---
SLIDE AND SHELL	---	---	---	---	---	---
PRINCESS PACK	0.1	---	---	---	---	---
OTHER	---	---	---	---	---	---
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	2
D) MAGAZINES	3	3	3	3	3	2
E) COUPONS	3	3	3	3	3	2
F) POINT OF SALE	1	1	1	1	1	2
G) BILLBOARDS	1	1	1	1	1	2
H) CINEMA	1	1	1	1	1	2
I) SAMPLING	1	1	1	1	1	2

*) FOR ALL INTERNATIONAL LICENSED AND IMPORTED ADVERTISING AND PROMOTION ARE TOTALLY PROHIBITED.

(AUSTRIA)

	1985	1986	1987	1988	1989	1990
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	36.7	N.A.	34.3	33.3	33.3	
PIPE TOBACCO (THOUSAND KILOS)	170.0	N.A.	140.3	129.5	119.0	
ROLL YOUR OWN (THOUSAND KILOS)	135.0	N.A.	146.3	146.8	148.9	
CHEWING TOBACCO (THOUSAND KILOS)	0.9	N.A.	0.5	0.7	0.6	
SNUFF (THOUSAND KILOS)	7.2	N.A.	7.0	7.1	7.1	

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BAHRAIN

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.7	0.6	0.6	0.5	0.6	0.6
PER CAPITA CONSUMPTION	1609	1388	1307	1186	1189	1230
COMPANY SHARES (%)						
1) ROTHMANS INTERNATIONAL	50.5	45.4	41.0	37.0	36.0	32.6
2) PHILIP MORRIS	12.3	15.8	20.0	20.8	23.9	30.0
3) B.A.T.	22.7	22.8	20.8	17.4	16.1	17.0
4) R. J. REYNOLDS	2.6	1.9	5.3	11.6	12.0	9.9
5) BROWN & WILLIAMSON	5.1	5.2	5.1	6.0	6.0	3.9
6) GALLAHER	5.1	6.1	4.5	4.0	3.5	3.4
OTHERS	1.7	2.9	3.2	3.1	3.7	3.2
BRAND FAMILY SHARES %						
1) MARLBORO	11.0	14.4	18.2	18.9	19.5	19.8
2) ROTHMANS	21.0	17.9	16.0	15.7	15.1	15.4
3) PLAYERS GOLD LEAF	16.9	13.8	12.1	10.5	10.3	11.8
4) L&M	1.0	1.2	1.3	1.4	3.9	9.8
5) DUNHILL	21.3	19.1	16.6	11.4	9.8	8.3
6) DORCHESTER	---	---	---	2.1	3.9	4.9
7) CRAVEN A	1.4	1.4	1.7	3.8	5.4	4.1
8) JUBILEE	5.9	5.6	5.1	4.6	4.4	3.5
9) KENT	5.0	5.1	4.9	5.1	5.0	3.4
10) SILK CUT	3.9	4.3	3.9	3.7	3.2	3.0
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR (10-12 MG)	90.1	86.3	81.8	77.2	76.2	74.0
LIGHTS (6-10 MG)	9.1	11.2	15.6	19.5	20.9	23.0
SUPERLIGHTS (<6 MG)	0.8	2.5	2.6	3.3	2.9	2.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(BAHRAIN)

	1985	1986	1987	1988	1989	1990
BY BLEND						
UNITED KINGDOM	78.5	74.6	67.2	61.3	60.8	59.8
US	20.2	23.1	30.1	36.6	38.7	39.8
OTHERS	1.3	2.3	2.7	2.2	0.5	0.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
PRICE SEGMENTATION (%)						
ABOVE PREMIUM	1.7	2.1	2.3	2.0	1.9	1.8
PREMIUM	59.1	62.6	64.6	40.4	38.6	35.6
BELOW PREMIUM	6.7	8.4	5.9	23.0	21.7	20.2
MEDIUM	6.6	15.0	13.6	2.6	2.6	2.4
LOW	23.8	7.2	7.7	12.3	11.2	15.3
CHEAP	2.1	4.8	5.8	19.7	23.9	24.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

2500058575

(BAHRAIN)

1985 1986 1987 1988 1989 1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				*3	*3	3
D) MAGAZINES				1	1	1
E) COUPONS				2	1	1
F) POINT OF SALE				3	3	3
G) BILLBOARDS				3	2	2
H) CINEMA				2	2	2
I) SAMPLING				1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

*QUARTER PAGE MAXIMUM SIZE

2500058576

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BULGARIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	17.0	16.5	16.5	16.5	16.5	16.5
POPULATION TOTAL (MILLIONS)	8.9	8.9	8.9	8.9	8.9	8.9
PER CAPITA CONSUMPTION	1,910	1,854	1,854	1,854	1,854	1,854
COMPANY SHARES (%) (IMPORTS SEGMENT)						
1) PHILIP MORRIS	48.3	55.8	42.8	46.1	43.1	42.3
2) ROTHMANS	18.0	9.8	11.5	11.0	14.7	14.2
3) B&W	16.2	14.7	20.6	20.7	19.8	10.9
4) R.J. REYNOLDS	5.5	4.1	9.9	9.6	12.2	6.6
5) B.A.T. (GERMANY HB)	1.3	10.3	6.1	4.8	3.4	4.7
6) REEMTSMA	1.5	0.5	2.2	2.9	3.8	3.3
7) B.A.T. (UK)	3.2	2.1	2.9	1.7	1.6	1.9
8) BRINKMANN	6.1	2.7	3.1	3.2	1.4	1.9
9) OTHERS	---	---	---	---	---	4.2

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2
B) RADIO	2
C) NEWSPAPERS	2
D) MAGAZINES	2
E) COUPONS	N.A.
F) POINT OF SALE	1
G) BILLBOARDS	2
H) CINEMA	2
I) SAMPLING	1

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EEMA 9

PHILIP MORRIS INTERNATIONAL FACT BOOK

BULGARIA

1985 1986 1987 1988 1989 1990

HEALTH WARNING & T&N LISTING

ANSWER EITHER: YES OR NO

WARNING ON:

- A) PACKS
- B) CARTONS
- C) ADVERTISING

*YES
NO
N.A.

SPECIFIC T&N NUMBERS ON:

- A) PACKS
- B) CARTONS
- C) ADVERTISING

NO
NO
N.A.

*BUT NOT IMPLEMENTED BY STATE LICENSE

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EEMA 10

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CZECHOSLOVAKIA

TOTAL CIGARETTE CONSUMPTION (BILLIONS) 24.2
 POPULATION TOTAL (MILLIONS) 16.0
 PER CAPITA CONSUMPTION 1,513

COMPANY SHARES (%) (INTERNATIONAL SEGMENT)

1985	1986	1987	1988	1989	1990
18.4	19.2	11.0	12.1	19.8	37.6
12.2	17.3	15.7	16.2	18.6	15.0
25.2	25.1	18.0	23.7	18.6	14.1
7.5	7.7	8.6	15.0	9.5	10.0
17.6	16.0	14.5	10.4	11.1	8.4
5.7	2.8	8.2	11.6	11.1	7.4
13.4	6.8	16.1	9.8	7.8	5.2
---	5.2	1.8	1.2	3.5	2.3

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES

2) BANNED

3) RESTRICTED

A) TELEVISION

B) RADIO

C) NEWSPAPERS

D) MAGAZINES

E) COUPONS

F) POINT OF SALE

G) BILLBOARDS

H) CINEMA

I) SAMPLING

2
2
3
3
3
3
3
3
3
3

PHILIP MORRIS INTERNATIONAL FACT BOOK

CZECHOSLOVAKIA

	1985	1986	1987	1988	1989	1990
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						YES*
B) CARTONS						NO
C) ADVERTISING						NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS						NO
B) CARTONS						NO
C) ADVERTISING						NO

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EEMA 12

NAME OF MARKET: EGYPT

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	43.3	45.8	48.7	45.3	43.5	42.6
PER CAPITA CONSUMPTION	902	923	990	863	821	820
COMPANY SHARES (%)	95.3	96.5	96.9	97.1	96.9	96.0
1) LOCAL MONOPOLY						
2) PHILIP MORRIS (LIC. 1986)	2.4	2.5	2.5	2.2	2.2	3.1
3) ROTHMANS INTERNATIONAL (LIC 1986)	1.7	0.6	0.4	0.3	0.4	0.4
OTHER INTERNATIONAL	0.6	0.4	0.2	0.4	0.5	0.5
BRAND FAMILY SHARES %						
BRAND NAME						
1)CLEOPATRA	91.2	93.4	94.7	94.4	93.8	92.6
2)OTHER LOCAL	4.1	3.1	2.2	2.7	3.1	3.4
3)MARLBORO	2.2	2.5	2.5	2.2	2.2	3.1
4)ROTHMANS	1.5	0.6	0.4	0.3	0.4	0.3
5)KENT	0.4	0.1	0.2	0.2	0.2	0.2
6)MERIT	0.2	--	--	--	--	--
MARKET SEGMENTATION (%)						
FILTER	100.0	100.0	100.0	100.0	100.0	100.0
NON-FILTER	--	--	--	--	--	--
TASTE CATEGORY SEGMENTATION %						
HIGH/FULL FLAVOR	99.6	99.9	94.8	96.4	97.4	97.9
LOW	0.4	0.1	5.2	3.6	2.6	2.1
SEGMENTATION BY CIG. LENGTH (%)						
80/85 MM	47.6	58.5	69.0	74.7	77.8	80.4
100 MM	52.4	41.5	31.0	25.3	22.2	19.6

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EMA 13

(EGYPT)

	1985	1986	1987	1988	1989	1990	
SEGMENTATION BY PACK TYPE							
SOFT	94.8	96.0	91.3	93.5	94.4	94.5	
BOX	5.2	4.0	8.7	6.5	5.6	5.5	
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	
SEGMENTATION BY BLEND							
ORIENTAL	95.3	96.5	96.9	97.1	96.9	96.0	
U.S.	2.9	2.9	2.7	2.4	2.5	3.5	
UNITED KINGDOM	1.8	0.6	0.4	0.4	0.6	0.5	
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	
COMPANY SHARES-INTERNATIONAL SEGMENT (%)							
1) PHILIP MORRIS	50.5	72.4	81.2	77.2	71.5	79.0	
2) ROTHMANS INTERNATIONAL	36.4	16.4	11.4	11.2	14.6	9.5	
3) BROWN & WILLIAMSON	8.7	4.6	5.1	6.7	6.8	4.8	
4) R. J. REYNOLDS	1.8	5.8	0.3	1.2	2.4	4.0	
5) GALLAHER	0.5	0.1	1.0	2.2	3.1	1.9	
6) B.A.T.	1.2	0.5	0.9	1.5	1.6	0.7	
7) AMERICAN TOBACCO	--	--	--	--	--	0.4	
OTHERS	0.9	0.2	0.1	--	--	--	
BRAND FAMILY SHARES - INTERNATIONAL SEGMENT (%)							
1) MARLBORO	PHILIP MORRIS	46.4	70.2	81.2	77.2	71.5	79.0
2) ROTHMANS	ROTHMANS INTERNATIONAL	33.0	16.0	11.4	11.2	13.4	7.7
3) KENT	B&W	8.7	4.6	5.1	6.7	6.8	4.6
4) WINSTON	R.J. REYNOLDS	--	--	--	0.6	1.7	3.2
5) SILK CUT	GALLAHER	0.5	0.1	1.0	2.2	3.1	1.9
6) DUNHILL	ROTHMANS INTERNATIONAL	2.5	0.4	--	--	1.2	1.8
7) CAMEL	R.J. REYNOLDS	1.8	5.8	0.3	0.6	0.6	0.8
8) DU MAURIER	B.A.T.	1.2	0.5	0.9	1.5	1.6	0.7

289850009Z

(EGYPT)

1985

1986

1987

1988

1989

1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2
B) RADIO	2	2	2
C) NEWSPAPERS	3	3	3
D) MAGAZINES	3	3	3
E) COUPONS	-	-	3
F) POINT OF SALE	3	3	3
G) BILLBOARDS	3	3	3
H) CINEMA	2	2	2
I) SAMPLING	1	1	3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

2500058583

EEMA 15

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FINLAND

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	6.8	7.2	7.7	7.4	7.7	7.1
PER CAPITA CONSUMPTION	1,388	1472	1569	1505	1552	1440
COMPANY SHARES (%)						
1) PHILIP MORRIS	55.6	58.6	59.9	62.3	63.6	65.5
2) SUOMEN-TUPAKKA (BAT)	21.5	20.3	20.1	19.8	19.0	18.3
3) RETTIG	17.5	16.2	15.3	13.2	12.4	11.4
4) R. J. REYNOLDS	1.2	1.2	1.6	2.0	2.5	2.7
5) AMER-TUPAKKA	4.0	3.3	3.0	2.6	2.4	1.9
OTHERS	0.2	0.4	0.1	0.1	0.1	0.2
BRAND FAMILY SHARES (%)						
1) MARLBORO	41.8	44.8	44.4	45.6	45.8	46.7
2) BELMONT	13.2	13.3	15.1	16.2	17.5	18.3
3) NORTH STATE	17.7	16.5	15.8	14.7	14.0	12.8
4) COLT	9.1	8.8	8.4	7.2	6.8	6.3
5) BARCLAY	1.8	2.1	2.6	3.0	3.6	4.2
6) RETTIG'S LIGHT	4.0	4.0	3.9	3.7	3.5	3.2
7) CAMEL	1.0	1.1	1.5	2.0	2.4	2.6
8) FORM	3.2	2.7	2.3	2.0	1.7	1.5
9) ARMIRO	2.6	2.3	2.0	1.7	1.6	1.5
	MANUFACTURER					
	PM					
	PM					
	SUOMEN TUPAKKA					
	RETTIG					
	B.A.T.					
	RETTIG					
	R.J. REYNOLDS					
	AMER TUPAKKA					
	RETTIG					
MARKET SEGMENTATION (%)						
FILTER	99.0	99.0	99.4	99.5	99.6	99.7
NON-FILTER	1.0	1.0	0.6	0.5	0.4	0.3
TASTE CATEGORY SEGMENTATION (%)						
HIGH/FULL FLAVOR	69.1	69.1	66.9	64.8	62.3	60.3
MEDIUM (6-10MG)	19.9	19.7	20.5	21.4	22.4	23.2
LOW (0-5MG)	11.0	11.2	12.6	13.8	15.3	16.5

2500058584

EEMA 16

(FINLAND)

	1985	1986	1987	1988	1989	1990
SEGMENTATION BY PACK TYPE						
BOX	34.3	34.9	37.1	37.2	39.7	40.6
SOFT	65.7	65.0	62.8	62.7	60.3	59.4
PRINCESS	0.1	0.1	0.0	0.0	0.0	0.0
FILTER SEGMENTATION						
FILTER	98.8	99.2	99.4	99.5	99.6	99.7
NON-FILTER	1.2	0.8	0.6	0.5	0.4	0.3
SEGMENTATION BY SIZE						
60-75 MM	21.1	19.1	18.1	16.6	15.6	14.3
76-82 MM	76.5	77.8	77.9	78.4	78.0	78.5
83-85 MM	2.2	2.8	3.0	3.8	5.6	6.6
86 AND ABOVE	.3	.4	.9	1.2	0.8	0.7
MENTHOL SEGMENTATION						
MENTHOL	5.0	5.4	6.1	7.3	8.5	9.6
NON-MENTHOL	95.0	94.6	93.9	92.7	91.5	90.4

2500058585

(FINLAND)

1985 1986 1987 1988 1989 1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				*2	*2	2
D) MAGAZINES				*2	*2	2
E) COUPONS				2	2	2
F) POINT OF SALE				2	2	2
G) BILLBOARDS				2	2	2
H) CINEMA				2	2	2
I) SAMPLING				2	2	2

HEALTH WARNING & T&N LISTINGS
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	N/A PROHIBITED		N/A

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	N/A PROHIBITED		N/A

*TRADE PRESS PERMITTED

2500058586

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GABON

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	NA	NA	0.5	0.5	0.4	N.A.
PER CAPITA CONSUMPTION			405	430	430	
COMPANY SHARES (%)						
1) ROTHMANS			49.8	47.1	51.6	
2) BOLLORE			31.0	39.0	38.1	
3) PM			14.5	10.2	7.3	
4) SEITA			3.9	2.9	2.2	
5) BAT			0.6	0.7	0.4	
6) R.J. REYNOLDS			0.2	0.1	0.0	
BRAND FAMILY SHARES (%)	MANUFACTURER					
1) DUNHILL	ROTHMANS		41.4	41.3	46.5	
2) GABONAISES	SOFICAL		25.3	31.9	29.2	
3) SPRINT	SOFICAL		5.5	7.2	8.9	
4) MARLBORO	PM		14.5	10.2	7.3	
5) CRAVEN	ROTHMANS		6.7	4.4	4.0	
6) GITANES	SEITA		2.6	1.8	1.4	
7) PETER STUYVESANT	ROTHMANS		1.0	0.9	0.9	
8) ROYALES	SEITA		0.4	0.5	0.4	
9) BENSON & HEDGES	BAT		0.5	0.6	0.3	
10) GAULOISES	SEITA		0.7	0.5	0.3	

2500058587

PHILIP MORRIS INTERNATIONAL FACT BOOK

(GABON)

	1985	1986	1987	1988	1989	1990
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION				*2	*2	2
B) RADIO				**2	**2	1
C) NEWSPAPERS				2	2	1
D) MAGAZINES				2	2	1
E) COUPONS				-	1	1
F) POINT OF SALE				1	1	1
G) BILLBOARDS				1	1	1
H) CINEMA				1	1	1
I) SAMPLING				***1	***1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS				NO	NO	NO
B) CARTONS				NO	NO	NO
C) ADVERTISING				NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS				NO	NO	NO
B) CARTONS				NO	NO	NO
C) ADVERTISING				NO	NO	NO

*BANNED ON STATE CHANNEL, ALLOWED ON PRIVATE CUSTRY AGREEMENT NOT TO USE TV AD.

**BANNED EXCEPT FOR AFRICAN NO.1 STATION AND STATIONS.

***AT PRIVATE FUNCTIONS I.E. NIGHTCLUBS ETC.

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EEMA 20

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: HUNGARY

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	26.1	26.8	26.1	26.2	26.4	26.5
PER CAPITA CONSUMPTION	2442	2507	2441	2450	2505	2510
MARKET SEGMENTATION (%)						
LICENSEE	2.8	3.5	3.5	4.2	5.0	4.9
LOCAL BRANDS	97.2	96.5	96.5	95.8	95.0	95.1
COMPANY SHARES - LICENSEE SEGMENT (%)						
1) PHILIP MORRIS	86.7	86.6	82.2	78.7	75.4	73.7
2) AUSTRIAN TABAKWERKE	13.3	12.9	12.4	11.9	11.4	11.0
3) R.J. REYNOLDS	--	0.5	5.4	9.4	10.7	11.0
4) BAT	--	--	--	--	--	2.5
5) R.I.	--	--	--	--	2.5	1.7
OTHERS	--	--	--	--	--	--

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- *NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2
B) RADIO	2	2	2
C) NEWSPAPERS	2	2	2
D) MAGAZINES	2	2	2
E) COUPONS	N/A	2	N/A
F) POINT OF SALE	3	*3	*3
G) BILLBOARDS	3	**3	2
H) CINEMA	2	2	2
I) SAMPLING	1	***1	1

*TO INDOOR

**OUTDOOR AND INDOOR

***INDOORS

2500058589

EEMA 21

NAME OF MARKET: HUNGARY

1985

1986

1987

1988

1989

1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES
NO	NO	NO
PROHIBITED	NO	N/A

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO
NO	NO	NO
PROHIBITED	NO	N/A

250058590

EEMA 22

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: IVORY COAST

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.8	3.7	3.4	3.1	3.1	2.6
PER CAPITA CONSUMPTION	387	373	349	272	263	226
COMPANY SHARES (%)						
1) ROTHMANS INTERNATIONAL	13.9	16.6	20.2	27.4	29.6	36.5
2) SITAB	49.1	43.7	37.5	34.0	29.7	29.0
3) SEITA	20.9	23.7	25.3	16.1	17.6	18.6
4) PHILIP MORRIS	11.4	13.0	13.6	14.6	15.3	13.4
5) B.A.T.	4.2	2.7	3.1	7.2	7.3	2.3
OTHERS	0.5	0.3	0.3	0.7	0.5	0.1

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) CRAVEN A	R.I.	11.9	14.1	16.6	22.7	24.0	28.4
2) MARLBORO	P.M.	11.4	13.0	13.6	14.6	15.3	13.4
3) FINE	SEITA	2.9	9.0	12.9	5.7	9.1	10.7
4) OLYMPIC	SITAB	10.1	10.9	9.5	9.2	8.9	9.1
5) JOB	SITAB	14.3	13.7	11.7	10.4	9.0	8.3
6) GOLDEN CLUB	SITAB	14.8	12.4	11.0	9.6	7.0	6.0
7) GAULOISES	SEITA	12.2	10.4	8.9	7.3	5.8	5.3
8) ST. MORITZ	R.I.	0.7	1.0	1.6	2.2	2.5	2.9
9) DUNHILL	R.I.	0.6	0.7	1.0	1.4	1.7	2.8
10) GITANES	SEITA	5.7	4.3	3.5	3.1	2.7	2.6

2500058591

PHILIP MORRIS INTERNATIONAL FACT BOOK

(IVORY COAST)

1985 1986 1987 1988 1989 1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED.

A) TELEVISION				2	2	*3
B) RADIO				1	1	3
C) NEWSPAPERS				1	1	1
D) MAGAZINES				1	1	1
E) COUPONS				N/A	1	1
F) POINT OF SALE				1	1	1
G) BILLBOARDS				1	1	1
H) CINEMA				1	1	3
I) SAMPLING				1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

*BY INDUSTRY VOLUNTARY AGREEMENT.

2500058592

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: KUWAIT

	1985	1986	1987	1988	1989	1990(A)
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.1	3.0	2.9	2.9	3.1	1.9
PER CAPITA CONSUMPTION	1,819	1729	1620	1450	1530	955
COMPANY SHARES (%)						
1)PHILIP MORRIS	40.9	41.7	42.4	42.3	44.2	45.5
2)ROTHMANS INTERNATIONAL	33.0	28.6	24.9	22.6	19.7	19.4
3)B.A.T.	13.6	14.0	13.8	12.7	13.0	12.9
4)BROWN & WILLIAMSON	5.7	7.9	9.8	11.0	9.0	8.0
5)R. J. REYNOLDS	2.9	2.1	2.5	2.9	3.4	3.8
6)GALLAHER	2.4	2.5	2.0	1.8	1.9	2.0
OTHERS	1.5	3.2	4.6	6.7	8.8	8.4
BRAND FAMILY SHARES %						
BRAND NAME	MANUFACTURER					
1)MARLBORO	PHILIP MORRIS	38.2	38.4	38.5	37.4	38.8
2)ROTHMANS	R.I.	23.4	19.6	16.9	14.4	12.0
3)PLAYERS GOLD LEAF	B.A.T.	9.0	8.8	8.7	8.1	7.6
4)CLEOPATRA	EASTERN	0.6	1.6	2.9	4.7	7.1
5)VICEROY	B&W	1.9	3.6	4.4	5.9	4.5
6)CRAVEN A	R.I.	3.6	3.1	2.6	3.9	3.6
7)MERIT	PHILIP MORRIS	0.7	1.4	2.0	2.5	2.8
8)555	B.A.T.	2.0	2.4	2.5	2.4	2.6
9)DUNHILL	R.I.	4.0	3.6	3.2	2.9	2.6
10)KENT	B&W	3.4	3.3	2.9	2.9	2.6
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR (10-12MG)		88.7	87.5	85.3	83.7	83.4
LIGHTS (6-10MG)		10.0	10.0	10.4	11.7	12.1
SUPERLIGHTS (<6MG)		1.3	2.5	4.3	4.6	4.5
BY BLEND						
UK		48.8	44.9	40.3	37.0	34.6
US		50.5	53.4	56.8	58.0	58.0
OTHERS		0.6	1.7	2.9	5.0	7.4
TOTAL		100.0	100.0	100.0	100.0	100.0

(A): KUWAIT MARKET CLOSED AUGUST 2, 1990 FOLLOWING INVASION BY IRAQ. IT IS EXPECTED TO RE-OPEN MID 1991.

PHILIP MORRIS INTERNATIONAL FACT BOOK

(KUWAIT)

BY PRICE

ABOVE PREMIUM (2.60 AND ABOVE) 2.0

PREMIUM (2.20-2.59) 2.3

BELOW PREMIUM (1.90-2.19) 1.8

MID (1.50-1.89) 70.7

LOW (1.10-1.49) 66.4

CHEAP (BLEW 1.10) 7.6

TOTAL 1.7

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES

2) BANNED

3) RESTRICTED

A) TELEVISION

B) RADIO

C) NEWSPAPERS

D) MAGAZINES

E) COUPONS

F) POINT OF SALE

G) BILLBOARDS

H) CINEMA

I) SAMPLING

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

B) CARTONS

C) ADVERTISING

SPECIFIC T&N NUMBERS ON:

A) PACKS

B) CARTONS

C) ADVERTISING

*BUT TOLERATED AT EVENTS HELD INDOORS.

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALI

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.4	1.6	1.5	1.4	1.8	1.8
PER CAPITA CONSUMPTION	176	190	175	165	190	200

COMPANY SHARES (%)

1) SONATAM	72.4	59.9	60.8	63.7	51.4	52.5
2) ROTHMANS	4.0	10.0	11.8	13.0	28.1	30.0
3) PHILIP MORRIS	12.2	18.4	15.6	13.5	13.4	13.1
4) SEITA	9.8	8.3	7.9	8.8	6.7	4.2
5) R. J. REYNOLDS	--	3.4	3.7	0.7	0.5	0.1
6) BROWN & WILLIAMSON	--	--	0.2	0.2	--	--
OTHERS	1.6	--	--	--	--	--

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1) LIBERTE	SONATAM	65.8	54.6	54.7	56.5	46.4	49.4
2) CLAREMONT	ROTHMANS	--	--	--	--	11.6	14.2
3) MARLBORO	PM	12.2	18.4	15.6	13.5	13.4	13.0
4) CRAVEN	ROTHMANS	4.0	7.5	7.0	7.6	10.2	9.3
5) DUNHILL INT'L	ROTHMANS	--	2.5	4.5	5.3	6.1	6.3
6) MANSA	SONATAM	6.4	5.0	6.1	7.2	5.0	3.1
7) GAULOISES	SEITA	9.8	8.3	7.9	6.6	4.3	3.0
8) FINE	SEITA	--	--	--	2.1	2.3	1.2
9) CAMEL	REYNOLDS	--	--	--	--	0.5	0.1
10) ROTHMANS KS	ROTHMANS	--	--	0.2	0.2	0.2	0.1

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PHILIP MORRIS INTERNATIONAL FACT BOOK

(MALI)

	1985	1986	1987	1988	1989	1990
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION				2	2	2
B) RADIO				2	2	**1
C) NEWSPAPERS				1	1	**1
D) MAGAZINES				1	1	**1
E) COUPONS				N/A	N/A	**1
F) POINT OF SALE				*1	*1	**1
G) BILLBOARDS				2	2	**1
H) CINEMA				2	1	**1
I) SAMPLING				N/A	1	**1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
B) CARTONS						
C) ADVERTISING						
				NO	NO	NO
				NO	NO	NO
				NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS						
B) CARTONS						
C) ADVERTISING						
				NO	NO	NO
				NO	NO	NO
				NO	NO	NO

*BUT SPECIFIC RESTRICTION FOR TOBACCO ADVERTISING.

**TO BE CHANNELLED THROUGH THE MONOPOLY.

250058596

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALTA

	1985	1986	1987	1988	1989	1990		
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	630	635	640	645	640			
OF WHICH LOCAL MANUFACTURE: %	99.0	99.2	99.5	99.4	99.4			
IMPORTED FROM 1) US	1.0	0.8	0.4	0.3	0.3			
2) UK	--	--	0.4	0.3	0.3			
POPULATION TOTAL (MILLIONS)	0.32	0.32	0.32	0.32	0.32			
PER CAPITA CONSUMPTION	1969	1984	2000	2015	2000			
COMPANY SHARES								
1) CARRERAS OF MALTA	61.6	62.7	62.5	64.0	64.4			
2) MALTA TOBACCO (BAT)	29.8	31.2	30.3	29.5	29.5			
3) PM	2.7	2.7	2.8	3.1	3.0			
4) GALLAHER	0.8	2.0	3.3	2.5	2.5			
5) ATW	4.8	1.1	0.8	0.6	0.6			
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER					
1) ROTHMANS	ROTHMANS		CENTRAL CIGT. CO.	46.0	46.5	45.9	51.1	58.8
2) DU MAURIER	BAT		CENTRAL CIGT. CO.	25.0	26.4	25.6	24.0	23.2
3) DUNHILL	ROTHMANS		CENTRAL CIGT. CO.	15.0	15.6	15.0	15.4	11.2
4) MARLBORO	PM		ATW (MALTA)	2.7	2.7	2.8	3.1	2.7
5) SILK CUT	GALLAHER		GALLAHER	0.8	2.0	3.3	2.5	1.8
6) B&H	BAT		CENTRAL CIGT. CO.	5.0	4.7	4.7	2.3	1.7
7) MILDE SORTE	ATW		ATW (MALTA)	4.0	0.6	0.5	0.3	0.3
8) RONSON	ATW		ATW (MALTA)	0.8	0.5	0.3	0.3	0.3
MARKET SEGMENTATION %								
FILTER				100	100	100	100	100

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PHILIP MORRIS INTERNATIONAL FACT BOOK

MALTA

	1985	1986	1987	1988	1989	1990
TAR & NICOTINE SEGMENTATION %						
LOW (-15mg)	90.0	91.0	91.0	91.0	91.0	
HIGH/FULL FLAVOR (+15mg)	10.0	9.0	9.0	9.0	9.0	
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	3.5	3.2	3.1	3.4	3.0	
VIRGINIA	92.5	96.2	95.4	96.3	96.7	
EUROPEAN	4.0	0.6	0.5	0.3	0.3	
LENGTH SEGMENTATION %						
70 MM AND SHORTER	54.0	56.8	56.1	55.1	54.5	
71 MM TO 85 MM	46.0	43.2	43.9	44.9	45.5	
PACK TYPE SEGMENTATION %						
SOFT PACK	---	---	---	---	---	
FLIP TOP BOX	100.0	100.0	100.0	00.0	100.0	
PRINCESS PACK	---	---	---	---	---	
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	
B) RADIO	3	3	3	3	3	
C) NEWSPAPERS	1	1	1	1	1	
D) MAGAZINES	1	1	1	1	1	
E) COUPONS	2	2	2	2	2	
F) POINT OF SALE	1	1	1	1	1	
G) BILLBOARDS	3	3	3	3	3	
H) CINEMA	2	2	2	2	2	
I) SAMPLING	1	1	1	1	1	

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EEMA 30

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MOROCCO

	1985	1986	1987	1988	1989	1990	
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	13.1	14.0	14.8	14.8	14.7	14.2	
PER CAPITA CONSUMPTION	600	660	675	660	599	515	
COMPANY SHARES OF TOTAL MARKET (%)							
1)REGIE DES TABACS	90.0	89.9	91.4	90.2	88.7	88.2	
2)R.J. REYNOLDS	5.0	5.2	5.0	6.2	6.3	6.6	
3)PHILIP MORRIS	4.2	4.2	3.0	3.1	4.4	4.6	
4)BROWN & WILLIAMSON	0.3	0.3	0.3	0.3	0.3	0.2	
OTHERS	0.5	0.4	0.3	0.2	0.3	0.4	
BRAND FAMILY SHARES OF TOTAL MARKET (%)							
BRAND NAME	MANUFACTURER						
1)CASA SPORT	REGIE	47.8	47.4	51.8	50.7	47.0	45.1
2)MARQUISES	REGIE	5.1	5.0	4.6	7.2	11.9	13.9
3)OLYMPIC	REGIE	18.8	18.6	16.0	13.2	11.0	9.8
4)BEST	REGIE	6.6	6.8	6.1	6.7	7.3	7.5
5)WINSTON	R.J. REYNOLDS	4.9	5.1	4.9	6.0	6.2	6.5
6)MARLBORO	PHILIP MORRIS	4.2	4.1	3.0	3.1	4.4	4.5
7)MAGHREB	REGIE	3.8	3.9	3.7	3.7	3.2	2.9
8)MARVEL	REGIE	---	---	0.2	0.1	0.7	2.8
9)FAVORITES	REGIE	3.1	3.2	3.7	2.3	2.9	2.4
10)TROUPE FAR	REGIE	1.6	1.9	2.2	2.9	2.3	2.0
MARKET SEGMENTATION %							
FILTER		47.1	47.2	42.2	44.1	47.8	50.5
NON-FILTER		52.9	52.8	57.8	55.9	52.2	49.5
INTERNATIONAL/LOCAL SEGMENTATION (%)							
LOCAL		90.0	89.9	91.4	90.2	88.7	88.2
INTERNATIONAL		10.0	10.1	8.6	9.8	11.3	11.8

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EEMA 31

PHILIP MORRIS INTERNATIONAL FACT BOOK

(MOROCCO)

	1985	1986	1987	1988	1989	1990
COMPANY SHARES OF IMPORTS (%)						
1)R.J. REYNOLDS	49.9	51.4	58.1	62.5	56.1	56.5
2)PHILIP MORRIS	41.8	41.2	34.5	31.6	38.8	38.7
3)BROWN & WILLIAMSON	3.1	2.7	3.2	2.7	2.3	2.0
OTHERS	5.2	4.7	4.2	3.2	2.8	2.7

BRAND FAMILY SHARES OF IMPORTS (%)

BRAND NAME	MANUFACTURER						
1)WINSTON	R.J. REYNOLDS	48.5	50.0	56.4	60.6	54.8	55.2
2)MARLBORO	PHILIP MORRIS	41.5	41.0	34.4	31.4	38.7	38.7
3)KENT	BROWN & WILLIAMSON	3.1	2.7	3.2	2.7	2.3	2.0
4)CAMEL	R.J. REYNOLDS	1.1	1.1	1.3	1.7	1.2	1.1

(MOROCCO)

1985 1986 1987 1988 1989 1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION				2	2	2
B) RADIO				2	2	***1
C) NEWSPAPERS				*3	*3	***3
D) MAGAZINES				*3	*3	***3
E) COUPONS				2	2	2
F) POINT OF SALE				3	3	***3
G) BILLBOARDS				3	3	***3
H) CINEMA				1	1	***1
I) SAMPLING				**3	**3	***3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

*ALLOWED ONLY FOR NEW LAUNCHES (MAX. 3 MONTHS).

**DURING PROMOTIONS ONLY.

***SUBJECT TO APPROVAL OF MONOPOLY.

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EEMA 33

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NIGERIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	8.2	7.9	7.7	8.7	8.5	7.2
PER CAPITA CONSUMPTION	86	80	78	85	81	68
COMPANY SHARES (%)						
1)NIGERIA TOBACCO COMPANY (B.A.T.)	81.4	82.1	79.4	82.0	82.5	86.1
2)INTERNATIONAL TOBACCO COMPANY LIMITED (25%PM)	18.6	17.9	20.6	18.0	17.5	13.9

BRAND FAMILY%

BRAND NAME	MANUFACTURER						
1)THREE RINGS	NTC	31.9	36.1	32.1	35.7	35.1	38.2
2)SM	NTC	14.7	13.7	11.9	13.0	12.9	15.4
3)GOLD LEAF	NTC	9.9	12.4	13.7	10.8	13.0	12.7
4)HIGH SOCIETY	NTC	8.4	10.9	13.9	10.4	9.1	10.6
5)LINK	ITCL/PM	10.4	9.4	10.2	8.1	8.5	7.4
6)MARS	NTC	8.1	7.1	5.7	6.0	5.6	6.3
7GREEN SPOT	ITCL/PM	0.9	3.4	3.9	4.5	4.6	4.4
8)TARGET	ITCL/PN	3.8	4.6	6.5	5.2	3.9	1.9
9)BICYCLE	NTC	---	---	---	0.4	0.6	0.7
10)MARLBORO	ITCL/PM	1.7	0.3	0.1	0.2	0.4	0.1

MARKET SEGMENTATION %

FILTER	93.8	97.4	98.0	94.8	94.6	93.7
NON-FILTER	6.2	2.6	2.0	5.2	5.4	6.3

PRICE SEGMENTATION

PREMIUM	4.6	4.7	1.7	5.5	3.8	0.3
MEDIUM	28.7	30.6	38.5	33.2	33.5	31.2
LOW	66.7	64.7	59.8	61.2	62.7	68.5

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EEMA 34

PHILIP MORRIS INTERNATIONAL FACT BOOK

(NIGERIA)

	1985	1986	1987	1988	1989	1990
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES 2) BANNED 3) RESTRICTED						
A) TELEVISION				*1	1	2
B) RADIO				**1	1	3
C) NEWSPAPERS				***1	1	3
D) MAGAZINES				***1	1	3
E) COUPONS				N/A	1	3
F) POINT OF SALE				1	1	3
G) BILLBOARDS				1	1	3
H) CINEMA				1	1	3
I) SAMPLING				****2	1	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS				NO	NO	YES
B) CARTONS				NO	NO	NO
C) ADVERTISING				NO	NO	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS				NO	NO	YES
B) CARTONS				NO	NO	NO
C) ADVERTISING				NO	NO	YES

*BUT TOBACCO ADVERTISING NOT ACCEPTED BY NTV K 1980.

**BUT TOBACCO ADVERTISING NOT ACCEPTED BY RADINCE 1980 AND RADIO KANM SINCE 1988.

***BUT TOBACCO ADVERTISING NOT ACCEPTED BY NEWSINCE 1980.

***BUT TOBACCO ADVERTISING NOT ACCEPTED BY NEWSINCE 1980.

****BY VOLUNTARY AGREEMENT SINCE 1982.

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EEMA 35

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NORWAY

	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.6	2.7	2.8	2.9	2.9
PER CAPITA	630	654	677	673	694
COMPANY SHARES (%)					
1)SKANDINAVISK TOBACCO CO. (STC)	37.9	39.9	42.1	46.5	49.4
2)PHILIP MORRIS	14.0	14.3	14.4	15.0	15.0
3)B.A.T.	14.8	13.9	13.5	12.6	11.7
4)BROWN & WILLIAMSON	9.4	8.8	7.9	8.3	7.9
5)ROTHMANS INTERNATIONAL	9.1	9.1	8.4	5.2	4.5
6)TIEDEMANN	8.2	7.8	8.1	8.0	7.2
7)R. J. REYNOLDS	4.8	4.6	4.1	2.9	3.1
OTHERS	1.8	1.6	1.4	1.5	1.2

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER					
1)PRINCE	STC	37.9	39.9	42.1	44.5	49.4
2)MARLBORO	P. M.	11.9	11.8	12.0	12.8	12.9
3)PALL MALL	BAT	13.8	12.7	12.6	11.8	10.9
4)BARCLAY	B&W	8.6	8.0	7.4	7.9	7.5
5)DUNHILL	R.I	6.7	6.5	6.3	4.3	3.8
6)PETTEROE'S	TIEDEMANN	2.1	2.4	2.5	2.7	3.0
7)MERIT	P. M.	1.8	2.4	2.3	2.1	1.9
8)SOUTH STATE	TIEDEMANN	3.3	2.7	2.3	2.1	1.7
9)SALEM	R.J.R.	2.0	2.0	1.8	1.3	1.2
10)CAMEL	R.J.R.	1.3	1.3	1.3	1.1	1.0

<u>(NORWAY)</u>	1985	1986	1987	1988	1989	1990
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR (15 MG AND OVER)	65.0	60.2	55.8	52.6	48.8	45.4
LIGHTS (8-14	28.6	30.9	34.6	38.1	41.6	45.4
SUPERLIGHTS (0-7 MG)	6.5	9.1	9.7	9.3	9.6	9.2
MARKET SEGMENTATION (%)						
FILTER	89.9	91.4	92.6	93.4	94.0	94.6
NON-FILTER	10.1	8.6	7.4	6.6	6.0	5.4
SEGMENTATION BY PACK TYPE						
BOX	85.7	86.0	89.4	90.5	90.6	91.2
SOFT	14.3	13.9	10.6	9.5	9.4	8.8
PRINCESS	0.0	0.0	0.0	0.0	0.0	0.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
10'S PACK	15.7	15.5	15.6	15.1	15.7	15.1
14'S PACK	0.3	0.1	0.0	0.0	0.0	0.0
20'S PACK	84.0	84.5	84.4	84.9	84.3	84.3
50'S PACK	---	---	---	---	0.0	0.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
SEGMENTATION BY SIZE						
67-75 MM	5.1	4.3	3.6	2.9	2.6	2.2
76-82 MM	6.2	5.4	5.1	4.4	3.3	3.1
83-85 MM	88.7	90.3	91.2	92.7	94.1	94.7
86 AND ABOVE	0.1	0.1	0.1	0.0	0.0	0.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
MENTHOL SEGMENTATION						
MENTHOL	7.5	7.8	7.3	7.0	5.7	5.1
NON-MENTHOL	92.5	92.2	92.7	93.0	94.3	94.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

(NORWAY)

1985

1986

1987

1988

1989

1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				2	2	2
D) MAGAZINES				2	2	2
E) COUPONS				N/A	2	2
F) POINT OF SALE				2	2	2
G) BILLBOARDS				2	2	2
H) CINEMA				2	2	2
I) SAMPLING				2	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES
NO	NO	NO
PROHIBITED	PROHIBITED	PROHIBITED

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES
NO	NO	NO
PROHIBITED	PROHIBITED	PROHIBITED

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EEMA 38

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: OMAN

	1985	1986	1987	1988	1989	1990	
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.3	1.2	1.1	1.1	1.1	1.1	
PER CAPITA CONSUMPTION	1074	959	867	851	847	856	
COMPANY SHARES (%)							
1)B.A.T.	45.3	46.4	45.1	43.5	43.6	43.3	
2)ROTHMANS INTERNATIONAL	41.7	38.5	38.4	37.1	35.3	33.8	
3)PHILIP MORRIS	4.5	5.8	7.1	8.7	10.2	12.2	
4)R. J. REYNOLDS	1.6	2.0	1.1	2.4	3.2	3.4	
5)GALLAHER	1.5	2.0	2.2	2.6	2.6	2.2	
6)BROWN & WILLIAMSON	1.7	1.2	1.0	1.0	1.0	0.8	
OTHERS	3.8	4.1	5.1	4.7	4.4	4.3	
BRAND FAMILY SHARES %							
BRAND NAME	MANUFACTURER						
1)ROTHMANS	R.I.	31.4	28.5	26.7	22.7	20.9	19.8
2)PLAYERS GOLD LEAF	B.A.T.	31.5	27.2	21.7	18.6	16.9	16.1
3)MARLBORO	PHILIP MORRIS	4.2	5.5	6.5	7.9	9.7	11.7
4)CAPSTAN	B.A.T.	0.5	3.4	5.5	6.2	7.3	8.8
5)STATE EXPRESS	B.A.T.	8.5	8.8	8.5	8.6	8.7	8.4
6)DUNHILL	R.I.	6.7	7.5	8.0	7.4	7.1	6.6
7)CRAVEN A	R.I.	1.3	1.2	2.3	5.5	6.0	6.1
8)WILLS GOLD FLAKE	B.A.T.	--	--	--	1.4	3.8	4.3
9)BENSON & HEDGES	B.A.T.	3.4	3.5	3.3	3.4	3.3	3.0
10)SILK CUT	GALLAHER	1.3	1.5	1.9	2.5	2.4	2.1
TASTE CATEGORY SEGMENTATION (%)							
FULL FLAVOR (10-12 MG)		97.5	96.7	95.6	93.3	91.7	90.9
LIGHTS (6-9 MG)		2.2	2.5	3.3	5.3	6.9	7.9
SUPERLIGHTS (<6 MG)		0.3	0.9	1.1	1.4	1.4	1.2

PHILIP MORRIS INTERNATIONAL FACT BOOK

(OMAN)

	1985	1986	1987	1988	1989	1990
PRICE SEGMENTATION (%)						
ABOVE PREMIUM	1.1	1.0	0.9	1.0	0.9	0.9
PREMIUM	40.6	39.5	38.5	36.7	37.1	37.1
BELOW PREMIUM	2.0	14.0	14.5	13.3	12.7	11.4
MEDIUM	17.7	35.0	27.8	25.6	24.2	23.3
LOW	36.7	3.6	6.9	7.9	13.4	14.7
CHEAP	1.9	6.9	11.4	15.5	11.7	12.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

BY BLEND

UK	91.4	90.2	89.8	88.2	85.5	83.7
US	7.8	9.1	9.2	11.7	13.8	15.4
OTHERS	0.8	0.7	1.0	0.1	0.7	0.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				1	1	1
D) MAGAZINES				1	1	1
E) COUPONS				1	1	1
F) POINT OF SALE				*3	*3	1
G) BILLBOARDS				2	2	2
H) CINEMA				2	2	2
I) SAMPLING				1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

*NO ADVERTISING FOR TOBACCO IN FRONT OF OUTLET.

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EEMA 40

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: POLAND

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	93.0	98.0	96.0	95.3	86.0	97.5
POPULATION IN MILLIONS	36.7	36.7	36.7	36.7	36.7	36.7
PER CAPITA CONSUMPTION	2,534	2,670	2,616	2,597	2,343	2,657

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- *NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2
B) RADIO	2
C) NEWSPAPERS	1
D) MAGAZINES	1
E) COUPONS	1
F) POINT OF SALE	1
G) BILLBOARDS	1
H) CINEMA	1
I) SAMPLING	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES
B) CARTONS	NO
C) ADVERTISING	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES
B) CARTONS	NO
C) ADVERTISING	NO

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EEMA 41

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: QATAR

	1985	1986	1987	1988	1989	1990	
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.6	0.6	0.6	0.6	0.6	0.6	
PER CAPITA CONSUMPTION	2030	1747	1697	1670	1633	1862	
COMPANY SHRES (%)							
1)ROTHMANS INTERNATIONAL	50.0	44.5	44.1	44.0	45.5	42.3	
2)PHILIP MORRIS	11.2	14.6	16.9	19.6	20.2	22.7	
3)B.A.T.	29.7	29.3	27.2	25.2	21.4	21.9	
4)R.J. REYNOLDS	1.4	2.4	2.3	1.7	4.1	5.2	
5)GALLAHER	3.3	3.9	3.7	3.0	3.0	2.5	
6)BROWN & WILLIAMSON	3.3	3.4	2.9	2.9	2.8	2.1	
OTHERS	1.0	2.0	2.9	3.6	3.0	3.3	
BRAND FAMILY SHARES (%)							
BRAND NAME	MANUFACTURER						
1)MARLBORO	PHILIP MORRIS	10.9	14.1	16.3	18.6	18.9	18.5
2)ROTHMANS	R.I.	35.5	31.0	27.3	25.9	23.2	17.7
3)JUBILEE	R.I.	3.2	2.1	5.6	8.0	13.3	17.2
4)WILLS	B.A.T.	---	---	---	---	4.2	7.6
5)PLAYERS GOLD LEAF	B.A.T.	17.7	15.7	11.9	11.1	6.9	6.5
6)DUNHILL	R.I.	8.9	8.0	7.3	6.5	6.1	4.8
7)STATE EXPRESS 555	B.A.T.	8.4	9.2	8.1	7.3	5.3	3.7
8)L&M	PHILIP MORRIS	0.0	0.1	0.3	0.5	0.8	3.7
9)GOLD COAST	R.J. REYNOLDS	0.0	0.0	0.0	0.1	1.1	2.7
10)BENSON & HEDGES	B.A.T.	3.6	3.8	3.6	3.2	2.8	2.6
TASTE CATEGORY SEGMENTATION (%)							
FULL FLAVOR		94.4	92.0	89.5	88.5	86.8	84.7
LIGHTS		4.3	6.1	8.2	9.3	10.7	13.0
SUPERLIGHTS		1.3	1.9	2.3	2.2	2.4	2.3

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EEMA 42

PHILIP MORRIS INTERNATIONAL FACT BOOK

(QATAR)

	1985	1986	1987	1988	1989	1990
PRICE SEGMENTATION (%)						
ABOVE PREMIUM	2.2	3.2	3.0	1.9	1.7	1.3
PREMIUM	62.0	58.9	55.3	53.7	53.0	46.0
BELOW PREMIUM	3.2	16.7	16.5	15.7	11.1	7.9
MEDIUM	10.3	16.5	14.0	14.6	9.4	1.2
LOW	22.3	2.1	2.0	2.2	1.8	10.0
CHEAP	0.0	2.6	9.1	11.8	23.0	33.6
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

BY BLEND

UK	82.8	77.3	74.4	72.0	71.5	67.9
US	16.1	20.7	22.7	24.5	26.6	30.4
OTHERS	1.0	2.0	2.9	3.5	1.9	1.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2
B) RADIO	2	2	2
C) NEWSPAPERS	1	1	1
D) MAGAZINES	1	1	1
E) COUPONS	1	1	1
F) POINT OF SALE	*3	*3	3
G) BILLBOARDS	2	2	2
H) CINEMA	2	2	2
I) SAMPLING	**3	**3	3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	YES	YES	YES

1198500052

EEMA 43

PHILIP MORRIS INTERNATIONAL FACT BOOK

(QATAR)

1985 1986 1987 1988 1989 1990

SPECIFIC T&N NUMBERS ON:

A) PACKS

YES

YES

YES

B) CARTONS

NO

NO

NO

C) ADVERTISING

NO

NO

NO

*NO ADVERTISING IN FRONT OF OUTLET.

**TOBACCO SAMPLING PROHIBITED IN PUBLIC PREMIS

2500058612

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: REUNION

	1985	1986	1987	1988	1989	1990
TOTAL MARKET (BILLIONS)	0.9	0.9	0.9	1.0	1.0	0.9
PER CAPITA CONSUMPTION (TOTAL POPULATION)	1,700	1,670	1690	1804	1725	1561

8 COMPANY SHARES

1)BAT	44.7	45.8	48.3	50.2	52.3	51.7
2)SITAR (SEITA)	37.1	31.9	28.1	26.7	23.4	22.4
3)PHILIP MORRIS	5.5	7.0	8.4	9.4	10.7	12.6
4)ROTHMANS INTERNATIONAL	12.0	13.1	12.6	12.1	12.1	11.7
OTHERS	0.7	2.2	2.6	1.6	1.5	1.6

8 BRAND FAMILY SHARES

BRAND NAME	MANUFACTURER						
1)GLADSTONE	BAT	375	37.0	38.2	39.9	42.0	41.4
2)GAULOISES	SITAR	20.9	19.0	16.7	14.0	12.9	12.4
3)MARLBORO	PM	4.4	5.6	6.6	7.5	8.2	10.5
4)BENSON & HEDGES	BAT	6.1	7.9	8.5	9.4	9.4	9.5
5)P. STUYVESANT	RI	4.7	6.0	5.6	5.5	6.1	6.0
6)ROYALE	SITAR	5.3	4.0	4.1	3.4	4.9	4.5
7)BASTOS	SITAR	7.7	6.6	5.5	4.8	4.2	3.7
8)CRAVEN A	RI	5.4	5.4	5.3	4.2	3.9	3.6
9)PHILIP MORRIS LIGHTS	PM	1.1	1.5	1.7	1.9	2.2	1.8
10)DUNHILL	RI	1.6	1.5	1.5	1.6	1.5	1.6

2500058615

PHILIP MORRIS INTERNATIONAL FACT BOOK

(REUNION)

	1985	1986	1987	1988	1989	1990
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				3	3	3
D) MAGAZINES				3	3	3
E) COUPONS				2	2	2
F) POINT OF SALE				1	1	3
G) BILLBOARDS				2	2	2
H) CINEMA				2	2	2
I) SAMPLING				2	2	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS				YES	YES	YES
B) CARTONS				NO	NO	NO
C) ADVERTISING				NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS				YES	YES	YES
B) CARTONS				NO	NO	NO
C) ADVERTISING				NO	NO	NO

2500058614

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: RUMANIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	36.0	35.0	34.0	33.0	31.9	32.0
POPULATION IN MILLIONS	23.5	23.5	23.5	23.4	23.3	23.2
PER CAPITA CONSUMPTION	1,532	1,489	1,447	1,410	1,369	1,379

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- *NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1
B) RADIO	1
C) NEWSPAPERS	1
D) MAGAZINES	1
E) COUPONS	1
F) POINT OF SALE	1
G) BILLBOARDS	1
H) CINEMA	1
I) SAMPLING	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO
B) CARTONS	NO
C) ADVERTISING	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO
B) CARTONS	NO
C) ADVERTISING	NO

2500058615

EEMA 47

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SAUDI ARABIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	15.3	13.2	12.7	13.1	13.7	14.5
PER CAPITA CONSUMPTION	1323	1100	1060	830	970	1030
COMPANY SHARES (%)						
1) PHILIP MORRIS	35.7	36.7	39.7	38.9	38.3	41.0
2) R.J. REYNOLDS	2.5	5.4	11.8	18.5	19.2	17.4
3) B.A.T.	11.2	9.0	8.3	7.8	10.2	11.9
4) ROTHMANS INTERNATIONAL	30.3	23.6	20.5	15.1	13.0	11.3
5) BROWN & WILLIAMSON	3.3	3.8	4.7	5.4	5.2	3.8
6) ST. PAULS	10.5	10.6	4.3	4.0	3.9	4.1
7) EASTERN	1.9	2.7	2.2	2.1	2.4	1.9
8) GALLAHER	2.3	2.2	2.1	1.8	1.6	1.9
OTHERS	2.3	6.0	6.4	6.4	6.2	6.8

BRAND FAMILY SHARES (%)

BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	32.3	33.7	33.2	31.1	30.7	32.4
2) GOLD COAST	R.J.R.	0.1	3.0	9.8	17.0	17.6	15.6
3) PLAYERS GOLD LEAF	B.A.T.	7.2	5.4	3.9	4.1	6.3	7.8
4) ROTHMANS	R.I.	23.4	17.0	14.5	10.4	8.9	7.7
5) VISA	PHILIP MORRIS	--	0.1	3.0	5.3	5.0	4.5
6) LONDON	ST. PAULS	10.5	10.6	4.3	4.0	3.9	4.1
7) KAMARAN	N.T.M.C. YEMEN	0.9	1.7	2.2	2.9	2.8	2.1
8) CLEOPATRA	EASTERN	1.9	2.7	2.2	2.1	2.4	1.9
9) BARCLAY	B&W	0.1	0.2	0.9	2.2	2.5	1.5
10) L&M	PHILIP MORRIS	1.2	0.9	0.8	0.8	1.2	2.8

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SAUDI ARABIA)

	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION (%)						
BY TASTE						
FULL FLAVOR (10-12 MG)	89.3	87.7	85.4	82.5	80.7	79.3
LIGHTS (6-10 MG)	9.3	9.9	10.5	12.7	14.6	16.0
SUPERLIGHTS (0-5 MG)	1.4	2.4	4.1	4.8	4.7	4.6
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
BY BLEND						
UK	55.5	49.1	38.9	32.2	32.8	33.2
US	42.5	48.1	58.9	65.8	64.7	64.9
OTHERS	2.0	2.8	2.3	2.1	2.4	2.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
PRICE SEGMENTATION (%)						
ABOVE PREMIUM (4.00 AND ABOVE)	3.6	3.7	3.1	2.2	2.0	1.8
PREMIUM (3.50)	68.2	59.9	56.7	49.2	47.1	47.7
BELOW PREMIUM (3.00)	4.3	5.2	8.0	8.7	7.2	5.2
MEDIUM (2.50)	7.2	7.2	5.0	0.9	1.2	1.0
LOW (2.00)	16.3	8.9	8.5	12.4	12.9	23.6
CHEAP (1.50)	0.4	15.2	18.7	26.6	29.6	20.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

2500058617

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SAUDI ARABIA)

	1985	1986	1987	1988	1989	1990
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				2	2	*2
D) MAGAZINES				*2	*2	>2
E) COUPONS				2	2	2
F) POINT OF SALE				2	**2	2
G) BILLBOARDS				2	2	2
H) CINEMA				2	2	2
I) SAMPLING				2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
				YES	YES	YES
B) CARTONS						
				NO	NO	NO
C) ADVERTISING						
				N/A	N/A	N/A
SPECIFIC T&N NUMBERS ON:						
A) PACKS						
				YES	YES	YES
B) CARTONS						
				NO	NO	NO
C) ADVERTISING						
				NO	NO	NO

*ALLOWED IN IMPORTED PRESS AND SAUDI PUBLICATIONS OUTSIDE S.A. WITH PAN-ARAB CIRCULATION.

**SOME COMPANIES USE BRANDED/UNBRANDED P.O.S.

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SENEGAL

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,206	2,129	2,020	1890	1819	1815
PERCAPITA CONSUMPTION	342	325	314	286	246	255
COMPANY SHARES (%)						
1) MTOA	53.2	44.5	34.0	28.3	36.4	53.3
2) PHILIP MORRIS	20.3	20.7	28.6	29.3	29.0	20.0
3) ROTHMANS INTERNATIONAL	12.3	8.1	9.5	8.8	9.6	16.7
4) SEITA	4.4	3.2	2.9	2.8	3.9	7.9
5) B.A.T.	4.6	6.4	10.3	18.6	14.3	1.8
6) REYNOLDS	3.2	13.1	13.6	11.9	6.4	0.2
7) TABACOFINA	1.3	2.2	0.1	--	--	--
OTHERS	0.7	1.8	1.0	0.3	0.4	0.0

BRAND FAMILY SHARES (%)

BRAND NAME	MANUFACTURER						
1) VIKING BLONDES	MTOA	---	---	---	2.5	8.3	30.5
2) MARLBORO	P.M. (LIC.)	20.3	20.7	20.9	21.1	18.0	19.7
3) CAMELIA	MTOA	41.6	34.5	25.3	18.7	15.9	14.1
4) DUNHILL	R.I.	1.0	2.9	4.3	3.1	5.7	12.3
5) GAULOISES	SEITA	3.3	2.3	2.4	2.0	3.4	7.5
6) NELSON	MTOA	---	---	---	---	6.7	5.6
7) PETER STUYVESANT	ROTHMANS	10.8	4.8	4.7	4.6	3.1	3.7
8) JOB	MTOA	7.8	6.1	5.8	5.0	4.1	2.2
9) BENSON & HEDGES	BAT	4.6	5.5	5.7	5.4	3.8	1.3
10) SPRINT	MTOA	---	---	---	---	0.2	0.8

2500058619

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SENEGAL)

	1985	1986	1987	1988	1989	1990
SEGMENTATION BY BLEND						
US	25.7	39.0	48.1	55.1	53.6	27.0
UK	18.3	15.2	17.0	18.0	22.2	48.7
LOCAL	55.4	45.6	34.5	26.6	22.5	18.3
OTHERS	0.6	0.2	0.4	0.3	1.7	6.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

SEGMENTATION BY PRICE CATEGORY

ABOVE PREMIUM	0.3	0.8	2.2	2.2	1.8	3.5
PREMIUM	26.1	28.8	31.1	30.3	28.4	31.8
HIGH	16.7	14.0	7.5	5.7	4.2	4.0
MEDIUM HIGH	1.0	9.8	25.6	36.0	40.5	44.4
MEDIUM LOW	8.0	7.2	3.5	3.0	6.4	2.2
LOW	47.9	39.4	30.1	22.8	18.7	14.2
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION		2	2	2
B) RADIO		1	1	*3
C) NEWSPAPERS		1	1	*3
D) MAGAZINES		1	1	*3
E) COUPONS		N/A	1	*3
F) POINT OF SALE		1	1	*3
G) BILLBOARDS		1	1	*3
H) CINEMA		*1	1	*3
I) SAMPLING		**2	1	*3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

*RESTRICTED BY INDUSTRY VOLUNTARY AGREEMENT (CODE OF CONDUCT).

0298500052

EEMA 52

PHILIP MORRIS INTERNATIONAL FACT BOOK

(SENEGAL)

	1985	1986	1987	1988	1989	1990
SPECIFIC T&N NUMBERS ON:						
A) PACKS				YES	YES	YES
B) CARTONS				NO	NO	NO
C) ADVERTISING				NO	NO	NO

*BUT NO ADVERTISING OF TOBACCO DURING CINEMA S "YOUNG PEOPLE".

**PROHIBITED SINCE 9-11-81.

2500058621

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWEDEN

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	11.1	11.2	11.1	11.2	10.9	10.6
PER CAPITA	1,339	1,337	1,322	1,325	1,293	1253
COMPANY SHARES (%)						
1)SWEDISH TOBACCO CO. (STA)	87.3	87.1	87.2	86.9	85.9	85.3
2)PHILIP MORRIS	9.9	10.0	9.9	10.0	11.0	11.3
3)B.A.T.	1.4	1.4	1.4	1.3	1.3	1.2
4)R.J. REYNOLDS	0.6	0.7	0.7	0.8	1.0	1.1
5)BROWN & WILLIAMSON	0.4	0.4	0.4	0.4	0.4	0.4
OTHERS	0.4	0.4	0.4	0.6	0.4	0.6

BRAND SHARES %

BRAND NAME	MANUFACTURER						
1)BLEND	STA	33.6	34.4	35.8	36.5	37.4	38.2
2)PRINCE	STA	26.6	26.9	26.6	26.9	26.0	24.7
3)MARLBORO	PM	5.9	6.3	6.6	7.1	8.3	8.8
4)RIGHT	STA	5.3	6.0	6.7	7.1	7.3	8.0
5)JOHN SILVER	STA	7.4	7.1	6.7	6.4	5.8	5.5
6)COMMERCE	STA	7.4	6.5	5.9	5.2	4.7	4.2
7)GLENN	STA	3.0	2.8	2.6	2.3	2.1	2.0
8)BOND	PM	2.5	2.3	2.1	1.9	1.8	1.7
9)HOBSON	STA	1.6	1.4	1.3	1.2	1.1	1.0
10)CAMEL	RJR	0.4	0.5	0.5	0.6	0.8	0.9

(SWEDEN)	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION (%)						
FILTER	92.9	93.4	94.0	94.4	94.9	95.5
NON-FILTER	7.1	6.6	6.0	5.6	5.1	4.5
PRICE SEGMENTATION (%)						
HIGH	44.3	42.2	40.1	39.6	39.1	38.0
LOW	55.7	57.8	59.9	60.4	60.9	62.0
TASTE CATEGORY SEGMENTATION (%)						
HIGH/FULL FLAVOR (ABOVE 14)	46.5	45.5	44.0	42.7	41.1	38.2
MEDIUM (9-14)	42.1	43.1	43.0	42.9	42.7	42.3
LOW (0-8)	11.4	11.4	13.0	14.4	16.2	19.4
SEGMENTATION BY TAX CLASSES						
TAX CLASS I (EXPANDED)	7.4	10.2	11.9	12.9	13.1	13.6
TAX CLASS I (REGULAR)	48.3	47.6	48.0	47.5	47.8	48.4
TOTAL CLASS I	55.7	57.7	59.9	60.4	60.9	62.0
TAX CLASS II	44.3	42.3	40.1	39.6	39.1	38.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
SEGMENTATION BY PACK TYPE						
BOX	50.3	52.7	55.3	58.3	61.3	63.7
SOFT	49.7	47.3	44.7	41.7	38.6	36.3
PRINCESS	0.0	0.0	0.0	0.0	0.1	0.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
10'S PACK	1.4	1.3	1.3	1.0	1.4	1.5
14'S PACK	0.1	0.1	0.0	0.0	0.0	0.0
20'S PACK	98.5	98.6	98.7	99.0	98.6	98.5
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

(SWEDEN)	1985	1986	1987	1988	1989	1990
SEGMENTATION BY TAR NUMBERS						
21 MG +	7.0	6.4	5.9	5.4	4.9	4.3
16-20 MG	38.6	38.4	37.4	36.4	34.9	32.9
11-15 MG	42.8	43.7	43.5	43.6	43.9	42.9
6-10 MG	5.9	5.6	6.7	7.6	8.5	11.3
1-5 MG	5.6	5.7	6.5	6.8	7.7	8.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
SEGMENTATION BY SIZE						
67-75 MM	13.6	12.2	11.2	10.1	9.2	8.4
76-82 MM	44.3	46.9	49.8	52.8	54.6	56.5
83-85 MM	41.2	40.0	38.1	36.0	34.0	32.7
86 AND ABOVE	0.8	0.9	0.9	1.0	2.2	2.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
MENTHOL SEGMENTATION						
MENTHOL	8.4	8.8	9.2	9.4	9.6	9.6
NON-MENTHOL	91.6	91.2	90.8	90.6	90.4	90.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION				N/A	N/A	N/A
B) RADIO				N/A	N/A	N/A
C) NEWSPAPERS				3	3	3
D) MAGAZINES				3	3	3
E) COUPONS				N/A	3	3
F) POINT OF SALE				3	3	3
G) BILLBOARDS				2	2	3
H) CINEMA				*2	2	3
I) SAMPLING				3	3	3

*SINCE JULY 1, 1979

2500058624

EEMA 56

(SWEDEN)

1985

1986

1987

1988

1989

1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES
NO	NO	NO
YES	YES	YES

SPECIFIC T&N NUMERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES
NO	NO	NO
YES	YES	YES

2500058625

EEMA 57

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWITZERLAND

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	15.8	15.8	15.9	15.9	16.0	15.9
PER CAPITA CONSUMPTION	2,431	2,426	2,436	2,395	2,392	2,399
COMPANY SHARES (%)						
1) PHILIP MORRIS	37.0	37.3	38.0	38.4	39.7	41.7
2) BURRUS	22.7	22.9	22.4	21.3	20.6	18.8
3) B.A.T.	19.8	19.6	19.3	19.2	18.5	18.8
4) REYNOLDS	6.3	7.0	8.0	9.0	9.6	9.6
5) ROTHMANS (LAURENS)	6.0	5.7	5.4	5.5	5.2	5.1
6) RINSOZ & ORMOND	6.2	5.8	5.3	4.9	4.7	4.4
7) REEMTSMA	1.7	1.6	1.6	1.5	1.5	1.4
OTHERS	0.3	0.1	0.2	0.2	0.2	0.2

BRAND FAMILY SHARES (%)

BRAND NAME	MANUFACTURER						
1) MARLBORO	PHILIP MORRIS	16.5	17.1	17.8	18.5	19.9	21.4
2) MURATTI	PHILIP MORRIS	10.1	10.0	9.7	9.4	9.1	9.0
3) SELECT	BURRUS	11.1	11.1	11.0	10.5	10.1	8.9
4) PARISIENNE	BURRUS	10.2	10.4	10.1	9.8	9.4	8.8
5) CAMEL	REYNOLDS	5.3	5.8	6.6	7.3	7.7	7.6
6) MARYLONG	B.A.T.	8.5	8.3	8.0	7.8	7.4	7.5
7) BRUNETTE	PHILIP MORRIS	6.8	6.6	6.3	6.0	5.5	5.4
8) BARCLAY	B.A.T.	4.4	4.6	4.7	4.8	4.7	4.8
9) GAULOISES	R & O	5.2	4.8	4.4	4.2	3.9	3.7
10) PHILIP MORRIS	PHILIP MORRIS	0.8	1.1	1.5	2.0	2.7	3.2

9298500052

<u>(SWITZERLAND)</u>	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION (%)						
FILTER	96.4	96.8	97.0	97.2	97.3	97.5
NON-FILTER	3.6	3.2	3.0	2.8	2.7	2.5
TASTE CATEGORY SEGMENTATION (%)						
FULL FLAVOR (11 MG AND OVER)	52.6	51.1	49.8	48.2	46.8	46.0
LIGHTS (6-10 MG)	27.5	27.6	28.1	29.0	29.6	29.6
EXTRA LIGHTS (0-5 MG)	19.9	21.2	22.1	22.7	23.6	24.4
SEGMENTATION BY PACK TYPE						
BOX	40.2	41.9	44.3	46.8	49.9	52.8
SOFT	57.2	55.7	53.4	51.0	48.1	45.3
OTHERS	2.6	2.4	2.3	2.2	2.0	1.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
SEGMENTATION BY TOBACCO TYPE						
BLENDED	51.3	52.3	54.1	56.1	58.4	60.0
MARYLAND	41.9	41.4	40.2	38.6	36.7	34.8
BLACK	6.8	6.3	5.7	5.3	4.9	4.6
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				1	1	*3
D) MAGAZINES				1	1	*3
E) COUPONS				*2	2	2
F) POINT OF SALES				1	1	1
G) BILLBOARDS				3	3	*3
H) CINEMA				3	3	*3
I) SAMPLING				3	3	3

*BANNED BY INDUSRTY AGREEMENT.

1798500052

(SWITZERLAND)

1985 1986 1987 1988 1989 1990

HEALTH WARNING & T&N LISTING
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
 B) CARTONS
 C) ADVERTISING

YES	YES	YES	YES
NO	NO	NO	NO
NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

YES	YES	YES	YES
NO	NO	NO	NO
NO	NO	NO	NO

2500058628

EEMA 60

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TUNISIA

	1985	1986	1987	1988	1989	1990	
TOTAL MARKET (BILLIONS)	7.3	7.4	7.4	7.4	7.5	8.3	
PER CAPITA CONSUMPTION	1014	1028	1012	985	944	1060	
COMPANY SHARES (%)							
1)MONOPOLIES (RNTA/MTK)	95.2	98.6	98.3	97.1	96.9	96.6	
2)SEITA	2.2	0.6	1.0	1.5	1.5	1.5	
3)PHILIP MORRIS	1.9	0.4	0.5	1.1	1.4	1.5	
OTHER IMPORTS	0.7	0.4	0.2	0.3	0.2	0.4	
COMPANY SHARES - IMPORTS (%)							
1)PHILIP MORRIS	39.7	26.2	31.5	37.6	43.3	44.9	
2)SEITA	45.3	41.5	58.7	50.5	48.2	44.5	
3)R.J. REYNOLDS	6.4	11.7	6.4	9.4	7.0	7.7	
4)ROTHMANS INTERNATIONAL	3.9	9.1	0.6	1.2	--	--	
OTHERS	4.7	11.5	2.8	1.3	1.5	2.9	
% BRAND FAMILY SHARES - IMPORTS (%)							
BRAND NAME	MANUFACTURER						
1)ROYALE	SEITA	42.6	36.6	54.3	48.6	44.9	41.6
2)MARLBORO	PM	31.1	19.9	24.9	32.1	39.7	40.8
3)CAMEL	RJR	2.0	3.3	3.9	4.0	3.4	4.4
4)LARK	PM	7.8	5.2	6.1	5.0	3.2	3.6
5)GAULOISES	SEITA	1.1	3.5	2.6	1.6	2.4	2.3
6)WINSTON	RJR	3.0	4.3	0.6	3.7	1.9	1.9
7)MORE	RJR	0.8	1.8	1.2	1.4	1.2	1.1
8)BENSON & HEDGES	BAT	0.6	2.3	0.2	0.2	0.4	0.8
9)GITANES	SEITA	1.4	.15	1.9	0.2	0.9	0.7
10)SALEM	RJR	0.6	1.2	---	0.3	0.4	0.4

2500058629

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TUNISIA)

	1985	1986	1987	1988	1989	1990
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS:	1) YES 2) BANNED 3) RESTRICTED					
A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				1	1	1
D) MAGAZINES				1	1	1
E) COUPONS				2	2	2
F) POINT OF SALE				1	1	1
G) BILLBOARDS				3	3	3
H) CINEMA				3	3	3
I) SAMPLING				3	3	3
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:	A) PACKS B) CARTONS C) ADVERTISING					
				NO	NO	NO
				NO	NO	NO
				NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
	A) PACKS B) CARTONS C) ADVERTISING					
				NO	NO	NO
				NO	NO	NO
				NO	NO	NO

2500058630

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TURKEY

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	63.5	65.3	71.8	68.8	74.5	76.7
PER CAPITA CONSUMPTION	1,290	1,278	1,400	1,320	1,420	1,475

COMPANY SHARES OF TOTAL MARKET (%)

1) TEKEL	93.9	89.1	85.0	85.7	84.1	79.6
2) PHILIP MORRIS	4.5	9.4	13.3	12.3	13.7	17.7
3) R.J. REYNOLDS	0.4	0.5	0.8	1.1	1.2	1.5
4) RINSOZ & ORMOND	0.5	0.4	0.4	0.5	0.5	0.4
5) BAT	0.4	0.3	0.3	0.3	0.4	0.5
6) ROTHMANS INTERNATIONAL	0.3	0.2	0.2	0.2	0.2	0.2
OTHERS	---	---	---	---	---	0.1

BRAND FAMILY SHARES OF TOTAL MARKET (%)

BRAND NAME						
1)MALTEPE	52.5	55.5	54.2	56.2	53.1	46.8
2)SAMSUN	23.6	16.5	17.9	18.8	19.0	19.0
3)MARLBORO	4.4	9.0	12.3	10.0	10.8	14.6
4)TEKEL 2000	---	---	---	---	2.1	5.8
5)BIRINCI	7.6	7.6	6.5	5.4	5.0	4.1
6)PARLIAMENT	0.1	0.4	1.1	2.2	2.8	3.1
7)CAMEL	0.1	0.2	0.5	0.8	1.0	1.3
8)BAFRA	4.0	3.7	2.1	2.0	1.5	1.1
9)TOKAT	2.4	3.0	2.1	1.3	1.3	1.1
10)BITLIS	2.5	1.9	1.6	1.3	1.2	0.9

MARKET SEGMENTATION (%)

FILTER	89.1	90.3	91.8	93.1	93.6	94.9
NON-FILTER	10.9	9.7	8.2	6.9	6.4	5.1

1898900052

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TURKEY)

	1985	1986	1987	1988	1989	1990
COMPANY SHARES OF IMPORTED SEGMENT (%)						
1) PHILIP MORRIS	73.3	86.5	88.6	85.8	86.0	86.7
2) R.J. REYNOLDS	7.2	5.0	5.2	7.5	7.3	7.2
3) B.A.T.	6.4	2.6	1.8	1.8	2.3	2.3
4) RINSOZ & ORMOND	7.8	3.5	2.9	3.3	3.0	2.2
5) ROTHMANS INTERNATIONAL	2.4	2.0	1.2	1.4	1.1	1.0
OTHERS	0.9	0.5	0.3	0.2	0.3	0.6
BRAND FAMILY SHARES OF IMPORTED SEGMENT (%)						
1) MARLBORO	72.1	82.9	81.6	70.6	68.2	71.6
2) PARLIAMENT	1.2	3.6	7.0	15.2	17.8	15.1
3) CAMEL	2.0	2.1	3.1	5.8	6.1	6.4
4) SAMSUN	7.8	3.5	2.5	3.2	2.9	2.1
5) SALEM	1.1	0.8	0.8	0.7	0.8	0.8
6) BARCLAY	---	---	---	0.1	0.7	0.8
7) KENT	3.3	1.3	0.9	0.8	0.7	0.7
8) HB	0.8	0.4	0.4	0.5	0.7	0.7
9) ROTHMANS	2.3	1.2	0.8	0.8	0.6	0.6
10) SENATOR	---	---	---	---	---	0.3

2500058632

PHILIP MORRIS INTERNATIONAL FACT BOOK

(TURKEY)

	1985	1986	1987	1988	1989	1990
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES 2) BANNED 3) RESTRICTED						
A) TELEVISION				2	2	2
B) RADIO				2	2	2
C) NEWSPAPERS				1	1	1
D) MAGAZINES				1	1	1
E) COUPONS				*1	*1	1
F) POINT OF SALE				1	1	1
G) BILLBOARDS				1	1	1
H) CINEMA				1	1	1
I) SAMPLING				1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
				YES	YES	YES
B) CARTONS				NO	NO	NO
C) ADVERTISING				**NO	**NO	***YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS				NO	NO	NO
B) CARTONS				NO	NO	NO
C) ADVERTISING				NO	NO	NO

*CONTESTS, PROMOTIONS BUT NO PRICE OFFS.

**NOT REQUIRED, BUT USED FOR MAGAZINE ADVERTISESTED BY/AGREED WITH TEKEL.

***PRESS

EE985000SZ

EEMA 65

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: UNITED ARAB EMIRATES - DOMESTIC

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.6	2.3	2.2	2.3	2.6	2.9
PER CAPITA CONSUMPTION	1,950	1,680	1,560	1,550	1,745	1,925
COMPANY SHARES (%)						
1)B.A.T.	32.2	34.9	34.9	29.5	29.4	29.2
2)PHILIP MORRIS	15.5	16.8	19.2	19.3	19.4	22.0
3)R.J. REYNOLDS	1.7	3.3	3.2	13.0	19.5	21.7
4)ROTHMANS INTERNATIONAL	40.9	33.4	30.4	26.7	20.3	16.7
5)BROWN & WILLIAMSON	2.5	3.1	3.9	4.8	5.0	4.1
6)GALLAHER	3.6	3.8	3.0	2.3	2.0	1.7
OTHERS	3.5	4.5	5.3	4.6	4.5	4.8

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER						
1)MARLBORO	PHILIP MORRIS	14.9	16.1	18.3	18.3	17.7	18.1
2)WILLS GOLD FLAKE	B.A.T.	---	---	---	2.0	9.9	12.6
3)DORCHESTER	R.J. REYNOLDS	---	0.1	0.3	4.3	8.2	11.4
4)ROTHMANS	R.I.	24.7	19.7	17.8	14.8	11.1	8.9
5)GOLD COAST	R.J. REYNOLDS	---	0.5	0.8	5.3	7.9	7.8
6)DUNHILL	R.I.	12.6	10.1	9.0	8.4	6.7	5.4
7)PLAYERS GOLD LEAF	B.A.T.	16.8	13.7	12.0	9.4	6.3	5.2
8)CAPSTAN	B.A.T.	1.1	2.9	4.4	5.0	4.2	3.9
9)BENSON & HEDGES	B.A.T.	5.9	5.7	5.6	4.4	3.7	3.5
10)L&M	PHILIP MORRIS	---	0.1	0.1	0.2	1.0	3.3

PHILIP MORRIS INTERNATIONAL FACT BOOK

(UNITED ARAB EMIRATES - DOMESTIC)

	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION (%)						
BY TASTE						
FULL FLAVOR (10-12 MG)	91.3	88.7	85.8	81.9	80.1	79.3
LIGHTS (6-10 MG)	8.1	9.7	12.4	16.0	17.8	18.6
SUPERLIGHTS (0-6 MG)	0.6	1.6	1.8	2.2	2.1	2.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
BY BLEND						
UK	76.6	73.2	69.4	63.6	62.1	61.6
US	21.0	24.7	27.8	34.2	36.5	37.8
OTHERS	2.5	2.1	2.8	2.2	1.3	0.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- *NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2
B) RADIO	2	2	2
C) NEWSPAPERS	1	1	1
D) MAGAZINES	1	1	1
E) COUPONS	1	1	1
F) POINT OF SALE	1	1	1
G) BILLBOARDS	3	3	3
H) CINEMA	3	3	1
I) SAMPLING	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES
B) CARTONS	NO	NO	NO
C) ADVERTISING	NO	NO	NO

2500058635

EEMA 67

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: YUGOSLAVIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	54.9	55.1	55.1	59.2	56.8	54.2
PER CAPITA CONSUMPTION	2391	2371	2350	2510	2400	2300
MARKET SEGMENTATION (%)						
LICENSEE	13.9	15.8	19.9	20.8	16.3	21.2
LOCAL BRANDS	86.1	84.2	80.1	79.2	83.7	75.6
IMPORTS	---	---	---	---	---	3.2
COMPANY SHARES - LICENSEE SEGMENT (%)						
1) BRINKMANN/BAT	74.5	74.3	68.7	72.0	71.9	64.7
2) PHILIP MORRIS	8.4	11.7	10.9	11.4	16.3	22.5
3) R.J. REYNOLDS	2.9	2.2	4.2	4.0	1.5	4.2
4) AUSTRIAN TABAKWERKE	8.5	6.0	7.3	6.6	5.8	3.0
5) ROTHMANS INTERNATIONAL	1.7	2.3	1.7	2.2	2.1	2.4
6) BROWN & WILLIAMSON	0.7	0.9	3.8	1.6	1.0	2.4
7) REEMTSMA	3.3	2.6	3.4	2.1	1.4	0.8
OTHERS	---	---	---	0.1	---	---
BRAND FAMILY SHARES - LICENSEE SEGMENT (%)						
BRAND NAME	MANUFACTURER					
1) LORD	BRINKMANN	67.8	59.3	67.6	69.6	64.7
2) MARLBORO	PHILIP MORRIS	9.9	8.2	7.4	10.4	16.8
3) BOND STREET	PHILIP MORRIS	1.8	2.8	4.0	5.9	5.6
4) WINSTON	R.J. REYNOLDS	1.8	3.3	3.9	1.4	4.2
5) MIDE SORTE	ATW	6.0	7.3	6.6	5.8	3.0
6) DUNHILL	R.I.	2.2	1.7	2.2	2.1	2.4
7) KENT	B&W	0.9	3.8	1.6	1.0	2.4
8) ASTOR	REEMTSMA	2.6	3.4	2.1	1.4	0.8
9) HB	BAT	6.5	9.4	4.3	2.3	---
10) CAMEL	R.J. REYNOLDS	0.4	0.8	0.2	0.1	---

PHILIP MORRIS INTERNATIONAL FACT BOOK

(YUGOSLAVIA)

	1985	1986	1987	1988	1989	1990
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION				*2	2	2
B) RADIO				*2	2	2
C) NEWSPAPERS				*2	2	2
D) MAGAZINES				*3	2	2
E) COUPONS				N/A	2	2
F) POINT OF SALE				3	3	1
G) BILLBOARDS				2	2	2
H) CINEMA				2	2	2
I) SAMPLING				**3	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS						
B) CARTONS						
C) ADVERTISING						
				NO	NO	NO
				NO	NO	NO
				NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS						
B) CARTONS						
C) ADVERTISING						
				NO	NO	NO
				NO	NO	NO
				NO	NO	NO

*RESTRICTED TO NEW PRODUCT LAUNCHES-BY LAW AND PUBLICATION OF AWARDS WHICH GAVE WARNING FOR QUALITY OF THE PRODUCT.
 **AT POINT OF SALE ALLOWED. DISTRIBUTION OF FREE SAMPLES ARE PROHIBITED.

2500058637

EEMA 69

250058638

AUSTRALIA/
NEW ZEALAND

III. AUSTRALIA/NEW ZEALAND

AUSTRALIA

FIJI

2500058639

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: AUSTRALIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	33.2	33.6	33.6	34.5	33.7	34.6
OF WHICH LOCAL MANUFACTURE:	32.7	33.1	33.1	34.0	33.2	34.1
OTHERS	0.5	0.5	0.5	0.5	0.5	0.5
POPULATION TOTAL (MILLIONS)	16.5	15.9	16.0	16.5	16.8	17.0
PER CAPITA CONSUMPTION	2136	2113	2110	2091	2007	2035
SMOKER INCIDENCE						
% OF TOTAL POPULATION	29.3	29.2	28.9	28.0	27.8	26.9
% OF FEMALE POPULATION	27.8	28.2	27.8	27.1	26.8	26.0
% OF MALE POPULATION	30.9	30.2	30.0	29.0	28.8	27.8
COMPANY SHARES*						
1) ROTHMANS	37.1	36.3	36.9	35.7	35.6	36.8
2) PHILIP MORRIS LIMITED	29.5	31.8	32.4	32.6	33.1	34.8
3) AMATIL (B.A.T.)	32.3	30.9	29.7	30.8	30.6	27.8
4) R. J. REYNOLDS	1.1	1.0	1.0	0.9	0.7	0.6

*SOURCE: NIELSEN RETAIL INDEX

(AUSTRALIA)	1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES % *						
TRADEMARK						
OWNERSHIP						
MANUFACTURER						
1) WINFIELD	25.0	23.6	23.2	22.4	21.7	20.7
2) PETER JACKSON	14.3	17.3	18.3	18.3	18.0	16.2
3) BENSON & HEDGES	13.8	12.4	11.8	12.6	12.3	11.4
4) LONGBEACH	--	--	--	--	--	8.9
5) STRADBROKE	--	--	--	3.2	7.4	7.5
6) ALPINE	5.0	4.7	4.6	4.6	4.4	3.9
7) SPECIAL MILD	--	--	1.5	2.9	4.0	3.8
8) DUNHILL	2.3	3.3	3.8	3.9	3.9	3.1
9) ESCORT	4.1	4.1	4.2	3.8	3.2	3.1
10) FORTUNE	--	--	--	1.5	2.9	2.2
11) MARLBORO	4.4	3.8	3.3	2.8	2.4	2.1
12) WILLS	3.5	3.8	3.4	2.8	2.2	2.0
13) BRANDON	--	--	--	--	--	1.8
14) SUPERLIGHTS	--	--	2.0	2.4	2.1	1.5
15) PETER STUYVESANT	2.9	2.5	2.3	1.8	1.6	1.4
16) COMMODORE	--	--	2.1	1.4	1.0	0.6
17) CAMBRIDGE	2.1	2.1	1.8	1.3	1.0	0.8
18) CRAVEN A	1.8	1.6	1.5	1.3	0.9	0.8
19) JOHN PLAYER/PLAYERS	2.1	1.8	1.5	1.1	0.9	0.6
20) RANSOM	1.1	1.5	1.8	1.3	0.8	0.6
21) OTHER	13.6	14.3	12.9	10.6	9.3	8.8
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	87.3	87.4	85.7	87.5	88.2	88.8
FILTER MENTHOL	11.9	11.8	13.5	11.7	11.5	11.0
NON-FILTER	0.8	0.8	0.8	0.5	0.3	0.2
PRICE SEGMENTATION %						
HIGH/PREMIUM (20s/25s)	73.3	68.5	62.8	59.7	55.1	50.1
MEDIUM (30s)	26.7	31.5	34.5	32.5	28.0	24.2
LOW (35s/40s/50s)--	--	--	2.7	7.8	16.9	25.2
TOBACCO TYPE SEGMENTATION %						
BLEND: AMERICAN	14.6	14.1	10.0	9.3	7.2	7.0
VIRGINIA	85.4	85.9	90.0	90.7	92.8	93.0

*SOURCE NIELSEN RETAIL INDEX

1798500058641

AUSTRALIA/NEW ZEALAND 2

(AUSTRALIA)	1985	1986	1987	1988	1989	1990
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.9	---	0.2	---	---	0.3
71 MM TO 79 MM	7.7	---	2.8	4.1	1.8	1.7
80 MM to 85 MM	90.3	---	96.1	95.5	98.1	97.8
86 MM TO 94 MM	0.9	---	0.8	0.4	0.1	0.2
95 MM TO 99 MM	---	---	---	---	---	---
OVER 100 MM	0.2	---	0.1	---	---	---
PACK COUNT SEGMENTATION %						
15 CIGTS/PACK	0.5	1.4	1.5	0.9	0.1	0.0
20 CIGTS/PACK	23.5	20.8	13.0	10.9	9.0	7.3
25 CIGTS/PACK	49.3	46.3	48.3	47.9	46.0	43.3
30 CIGTS/PACK	26.7	31.5	34.5	32.5	28.0	24.2
35 CIGTS/PACK	---	---	2.7	7.7	14.9	14.0
40 CIGTS/PACK	---	---	---	0.1	2.0	10.9
50 CIGTS/PACK	---	---	---	---	---	0.3
PACK TYPE SEGMENTATION %						
SOFT PACK	3.1	2.0	1.0	0.6	0.6	0.4
FLIP TOP BOX	95.2	95.1	98.2	99.0	99.0	99.4
PRINCESS PACK	1.0	1.2	0.8	0.4	0.4	0.2
OTHER (LAUBE)	0.7	1.6	---	---	---	---
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	2
D) MAGAZINES	3	3	3	3	3	2
E) COUPONS	3	3	3	3	3	2
F) POINT OF SALE	1	1	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	2
I) SAMPLING	3	3	3	3	3	3

*SOURCE: NIELSEN

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AUSTRALIA/NEW ZEALAND 3

(AUSTRALIA)

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

	1985	1986	1987	1988	1989	1990
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	YES	YES	YES	YES
C) ADVERTISING	NO	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS*

CIGARS (MILLIONS)	84.2	78.4	68.8	62.2	57.3	57.2
PIPE TOBACCO (THOUSAND KILOS)	246.2	217.8	205.0	---	---	---
ROLL YOUR OWN (THOUSAND KILOS)	1500.1	1328.3	1200.0	---	---	---

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FIJI

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)*	.500	.500	.500	.560	.500	.530
COMPANY SHARES						
1) B.A.T.	54.0	55.0	55.0	56.0	54.0	52.2
2) CARRERAS ROTHMANS	45.8	44.8	44.8	43.8	45.3	47.0
3) PHILIP MORRIS	0.2	0.2	0.2	0.2	0.7	0.8
BRAND SHARES %						
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER				
1) B & H K.S.	B.A.T.	B.A.T.	51.0	48.0	46.0	44.0
2) ROTHMANS PALL MALL	ROTH	ROTH	31.0	29.0	30.0	32.0
3) ROTHMANS K.S.	ROTH	ROTH	11.0	11.0	11.0	10.0
OTHERS			7.0	12.0	13.0	14.0
MARKET SEGMENTATION %						
FILTER MENTHOL	99.0	99.0	99.0	99.0	99.0	99.0
NON-FILTER	1.0	1.0	1.0	1.0	1.0	1.0
PRICE SEGMENTATION %						
POPULAR	50.0	60.0	60.0	65.0	70.0	70.0
PREMIUM	50.0	40.0	40.0	35.0	30.0	30.0

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AUSTRALIA/NEW ZEALAND 5

(FIJI)	1985	1986	1987	1988	1989	1990
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	75.0	75.0	75.0	70.0	70.0	70.0
10 CIGTS/PACK	25.0	25.0	25.0	30.0	30.0	30.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
H) CINEMA	2	2	2	2	2	2

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AUSTRALIA/NEW ZEALAND 9

VISA

2500058646

IV. ASIA

CHINA

GUAM

HONG KONG

INDIA

INDONESIA

JAPAN

KOREA

MALAYSIA

PAKISTAN

PHILIPPINES

SINGAPORE

TAIWAN

THAILAND

2500058647

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CHINA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1,194.5	1,284.8	1,337.3	1,372.5	1,583.7	1,698.0
OF WHICH LOCAL MANUFACTURE:	1,178.0	1,270.0	1,320.0	1,353.4	1,575.1	1,692.8
IMPORTED FROM 1) HONG KONG	11.1	8.6	10.4	10.5	4.1	2.0
2) U.K. VIA HONG KONG	1.8	2.0	1.6	1.6	0.9	0.7
3) U.S. VIA HONG KONG	3.6	4.2	4.7	6.1	3.0	2.3
4) OTHERS VIA HONG KONG	0.0	0.0	0.6	1.0	0.6	0.1
POPULATION TOTAL (MILLIONS)	1,046.4	1,060.0	1,073.0	1,084.0	1,097.0	1,110.0
PER CAPITA CONSUMPTION	1,141.5	1,212.1	1,246.4	1,266.2	1,443.7	1,529.7
SMOKER INCIDENCE (ESTIMATED)						
% OF TOTAL POPULATION	34.5	34.6	34.6	34.7	34.7	34.7
% OF FEMALE POPULATION	7.0	7.0	7.0	7.0	7.1	7.1
% OF MALE POPULATION	61.0	61.1	61.1	61.2	61.3	61.4
COMPANY SHARES						
1) CHINA NATIONAL TOB. CORP. (LOCAL MANUFACTURE)	98.6	98.9	98.7	98.6	99.5	99.7
2) OTHERS	1.4	1.1	1.3	1.4	0.5	0.3
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0
COMPANY SHARES OF IMPORTED & CONTRACT SEGMENT						
1) B&W/BAT	35.6	36.1	35.3	33.3	34.7	33.7
2) PHILIP MORRIS	9.2	16.6	19.2	24.1	29.0	32.2
3) NANYANG	16.4	18.0	20.8	20.2	18.3	19.0
4) HKTC	28.9	20.7	19.2	17.5	13.9	10.5
5) RJR	3.1	3.1	2.0	1.7	1.9	2.4
6) ROTHMANS	1.7	1.6	1.2	1.2	0.4	0.6
7) GALLAHER	2.4	1.4	0.7	0.4	0.1	0.0
OTHERS	2.7	2.5	1.6	1.8	1.8	1.6

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ASIA 1

(CHINA)	1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %						
TRADEMARK						
BRAND NAME OWNERSHIP MANUFACTURER						
1) LOCAL BRANDS CHINA NAT. TOB. CORP.	98.5	98.8	98.7	98.6	99.5	99.7
IMPORTED BRAND FAMILY SHARES						
2) MARLBORO PM PM	9.1	14.8	16.9	19.7	22.1	31.2
3) DBLE HAPPINESS NANYANG NANYANG	16.4	18.0	20.8	20.2	18.3	19.0
4) STATE EXPRESS B&W B&W	11.4	11.4	7.5	6.9	10.3	13.4
5) GOOD COMPANION HKTC HKTC	28.8	20.7	19.2	17.5	13.9	10.5
6) KENT B&W B&W	3.0	7.1	7.9	9.2	9.1	10.1
7) HILTON BAT BAT	14.9	15.7	18.3	15.9	14.1	8.9
8) WINSTON RJR RJR	2.5	2.4	1.5	1.3	1.2	1.1
9) VICEROY B&W B&W	1.4	1.9	0.7	0.7	0.9	1.0
10) MONTEREY PM PM	---	0.8	2.1	3.4	6.1	0.4
11) AM. CLB.NO. 1 BAT BAT	3.1	1.4	0.6	0.5	0.2	0.1
12) RUBY QUEEN BAT BAT	---	---	---	---	---	---
OTHERS	9.4	5.8	4.5	4.9	3.9	4.3
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	21.5	27.6	34.8	37.6	41.5	42.0
FILTER MENTHOL	0.1	0.1	0.1	0.1	0.1	0.1
NON-FILTER	78.4	72.3	65.1	62.3	58.4	57.9
PRICE SEGMENTATION						
PREMIUM	0.4	0.4	0.4	0.4	0.2	0.2
HIGH	0.8	0.7	0.7	0.7	0.2	0.1
MEDIUM	19.3	19.1	19.3	19.4	19.7	20.0
LOW	49.5	51.8	52.0	52.1	52.4	52.3
ECONOMY	30.0	28.0	27.6	27.4	27.4	27.4
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	100%	100%	100%	100%	100%	100%
TOBACCO TYPE SEGMENTATION %						
VIRGINIA	99.8%	99.7%	96.3%	94.6%	93.7%	92.8%

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ASIA 2

(CHINA)	1985	1986	1987	1988	1989	1990
LENGTH SEGMENTATION %						
70 MM AND SHORTER	47.7%	47.6%	47.5%	47.4%	47.3%	47.1%
71 MM TO 79 MM	35.9%	35.9%	35.9%	35.7%	35.6%	35.5%
80 MM TO 85 MM	16.2%	16.3%	16.4%	16.7%	16.9%	17.2%
100MM AND ABOVE	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	10.0%	10.0%	9.0%	9.0%	8.8%	8.5%
20 CIGTS/PACK	90.0%	90.0%	91.0%	91.0%	91.2%	91.5%
PACK TYPE SEGMENTATION %						
SOFT PACK	93.0%	93.0%	93.0%	93.0%	93.0%	93.0%
FLIP TOP BOX	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	2	2	2	2	2	2
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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ASIA 3

(CHINA)	1985	1986	1987	1988	1989	1990
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
RETAIL PRICE (US\$/PACK)						
TOTAL MARKET	0.62	0.70	0.75	0.94	0.78*	0.78
LOCAL BRANDS	0.58	0.65	0.66	0.81	0.64*	0.64
IMPORTED BRANDS	0.66	0.74	0.84	1.07	0.92*	0.92
LEADING LOCAL BRANDS	0.80	0.89	0.91	1.12	0.88*	0.88
LEADING IMPORTED BRANDS	1.00	0.92	1.10	1.30	1.15*	1.15

*PRICE DROP DUE TO RMB DEVALUATION

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ASIA 4

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GUAM

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	615.0	615.0	585.0	689.0	711.0	744.0
POPULATION TOTAL (MILLIONS)	0.24	0.26	0.270	0.280	0.285	0.317
BRAND FAMILY SHARES %						
1) BENSON & HEDGES	24.0	27.3	31.2	33.5	33.4	32.7
2) MARLBORO	10.2	13.1	15.0	16.7	17.4	19.5
3) VIRGINIA SLIMS	7.3	9.3	8.6	8.7	8.5	8.8
4) LARK	1.3	1.5	1.7	2.0	1.9	2.0
OTHERS	57.2	48.8	43.5	39.1	38.8	37.0
MARKET SEGMENTATION%						
FILTER (NON-MENTHOL)	33.0	35.0	35.0	35.0	35.0	35.0
FILTER MENTHOL	67.0	65.0	65.0	65.0	65.0	65.0

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ASIA 5

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: HONG KONG

	1985	1986	*1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.31	7.32	7.22	6.87	7.15	6.99
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	3.21	2.99	3.35	3.01	2.94	3.10
IMPORTED FROM 1) UNITED STATES	3.98	4.20	3.70	3.65	4.01	3.67
2) UNITED KINGDOM	0.11	0.12	0.13	0.14	0.14	0.15
3) PEOPLES REPUBLIC OF CHINA	---	---	---	0.02	0.03	0.03
4) OTHERS	0.01	0.01	0.04	0.05	0.03	0.04
POPULATION TOTAL (MILLIONS)	5.50	5.53	5.61	5.70	5.75	5.80
PER CAPITA CONSUMPTION	1,339	1,325	1,287	1,205	1,243	1,205
SMOKER INCIDENCE						
% OF TOTAL POPULATION	21%	19%	16%	16.8%	19.7%	18.5%
% OF FEMALE POPULATION	6%	5%	3%	2.9%	4.7%	3.8%
% OF MALE POPULATION	34%	33%	29%	30.0%	32.4%	32.8%
COMPANY SHARES						
1) PHILIP MORRIS (PM)	29.4	33.0	36.0	36.8	37.6	39.0
2) B.A.T. (BAT INCL. B&W)	38.2	37.3	35.5	35.4	34.5	33.1
3) R.J. REYNOLDS (RJR)	13.6	13.5	13.5	14.4	15.7	16.4
4) HONG KONG TOBACCO CO. (HKTC)	12.0	9.6	8.1	6.8	6.1	5.4
5) NANYANG BROTHERS (NB)	4.8	5.0	4.8	4.2	3.9	3.7
OTHERS	2.0	1.6	2.1	2.4	2.2	2.4

*MACAU FIGURES ARE NOT INCLUDED FROM 1987 FORWARD.

(HONG KONG)

1985 1986 *1987 1988 1989 1990

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	PM	PM	29.2	32.4	35.0	35.6	36.8	38.2
2) KENT	B&W	B&W	9.8	9.8	9.8	11.7	11.8	11.5
3) VICEROY	B&W	B&W	10.3	9.8	9.7	8.5	8.0	7.4
4) HILTON	BAT	BAT	7.9	7.0	6.9	6.7	6.9	7.3
5) SALEM	RJR	RJR	1.1	1.5	2.1	3.4	5.3	6.7
6) WINSTON	RJR	RJR	9.7	9.0	9.1	8.4	7.7	6.6
7) GOOD COMPANION	HKTC	HKTC	9.6	8.2	6.8	5.9	5.3	4.7
8) DOUBLE HAPPINESS	NB	NB	4.7	4.5	4.5	3.7	3.3	3.2
9) CAPSTAN	BAT	BAT	4.5	4.0	3.8	3.5	3.1	2.8
10) MARVELS	BAT	BAT	2.2	1.9	1.8	1.7	1.5	1.5
11) STATE EXP.555	BAT	BAT	1.7	1.9	1.7	1.7	1.8	1.4
OTHERS			9.3	10.0	8.8	9.2	8.5	8.7

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	94.2	94.0	93.5	91.7	90.3	88.9
FILTER MENTHOL	2.5	2.9	3.7	5.8	7.8	9.4
NON-FILTER	3.3	3.1	2.8	2.5	1.9	1.7

PRICE SEGMENTATION

PREMIUM	44.3	47.6	51.1	56.1	59.3	63.9
HIGH	21.7	21.2	20.9	19.2	17.9	14.3
LOW	29.8	27.9	24.9	23.2	21.4	20.9
MEDIUM	4.2	3.3	3.1	1.4	1.4	1.0

TAR & NICOTINE SEGMENTATION %

LTN	3.5	5.8	8.0	3.2	11.5	14.8
HIGH/FULL FLAVOR	86.7	84.4	82.2	79.2	75.9	72.9
MILD	9.8	9.8	9.8	17.6	12.6	12.3

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN	86.7	86.5	87.2	87.9	88.8	89.6
VIRGINIA	13.3	13.5	12.8	12.1	11.2	10.4

*MACAU FIGURES ARE NOT INCLUDED FROM 1987 FORWARD

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ASIA 7

(HONG KONG)	1985	1986	*1987	1988	1989	1990
LENGTH SEGMENTATION %						
71 MM TO 79 MM	3.1	3.0	2.7	2.5	1.9	1.7
80 MM to 85 MM	87.0	88.1	88.0	88.3	89.6	90.1
86 MM TO 94 MM	0.2	0.3	0.3	0.3	0.2	0.2
100MM	9.4	8.3	8.6	8.5	7.9	7.6
OVER 100 MM	0.3	0.3	0.4	0.4	0.4	0.4
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	0.3	0.4	0.4	0.3	0.2	0.2
20 CIGTS/PACK	99.7	99.0	99.5	99.6	99.8	99.8
25 CIGTS/PACK	---	0.6	0.1	0.1	---	---
PACK TYPE SEGMENTATION %						
SOFT PACK	93.7	93.2	92.1	87.9	80.8	74.0
FLIP TOP BOX	5.7	6.1	7.1	11.4	18.7	25.5
SLIDE AND SHELL	0.4	0.5	0.4	0.4	0.2	0.3
PRINCESS PACK	0.2	0.2	0.4	0.3	0.2	0.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	2
B) RADIO	1	1	1	1	1	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

NO CIGARETTE ADVERTISING BETWEEN 4:30 PM - 6:30 PM

*MACAU FIGURES ARE NOT INCLUDED FROM 1987 FORWARD.

(HONG KONG)

HEALTH WARNING & T&N LISTINGS
ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

B) CARTONS

C) ADVERTISING

SPECIFIC T&N NUMBERS ON:

A) PACKS

B) CARTONS

C) ADVERTISING

TAR BAND PRINTED ON:

A) PACKS

B) CARTONS

C) ADVERTISING

CONSUMPTION OF OTHER TOBACCO PRODUCTS
CIGARS (THOUSAND KILOS)
PIPE TOBACCO (THOUSAND KILOS)
ROLL YOUR OWN (THOUSAND KILOS)

1985	YES	YES	YES	YES	23.1	N/A	95.7	YES	YES	YES
1986	YES	YES	YES	YES	20.4	N/A	106.3	YES	YES	YES
1987	YES	YES	YES	YES	19.6	N/A	93.1	YES	YES	YES
1988	YES	YES	YES	YES	N/A	N/A	N/A	YES	YES	YES
1989	YES	YES	YES	YES	N/A	N/A	N/A	YES	YES	YES
1990	YES	YES	YES	YES	N/A	N/A	N/A	YES	YES	YES

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ASIA 9

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: INDIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	93,372	80,000	75,756	81,048	84,300	84,400
LOCAL MANUFACTURE:	93,372	80,000	75,756	81,048	84,300	84,400
IMPORTED:	NIL	NIL	NIL	NIL	NIL	NIL
POPULATION TOTAL (MILLIONS)	745	760	775	797	615	835
PER CAPITA CONSUMPTION	125	105	98	102	103	101
SMOKER INCIDENCE						
% OF TOTAL POPULATION	3.6	2.6	2.5	2.5	2.6	2.5
% OF FEMALE POPULATION	NIL	NIL	NIL	NIL	NIL	NIL
% OF MALE POPULATION	6.9	5.1	4.8	4.9	5.0	5.0
COMPANY SHARES						
1) INDIA TOBACCO CO.	43.1	47.4	51.9	52.6	50.7	52.2
2) GODFREY PHILLIPS	11.0	10.8	12.7	15.3	16.2	17.4
3) VAZIR SULTAN TOBACCO CO.	17.5	17.6	16.1	14.5	16.6	17.3
4) GOLDEN TOBACCO CO.	21.9	20.7	16.0	14.2	13.7	11.2
5) NATIONAL TOBACCO	6.0	2.8	2.7	3.0	2.6	1.7
6) OTHERS	0.5	0.7	0.6	0.4	0.1	0.2

(INDIA)			1985	1986	1987	1988	1989	1990
BRAND SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)SCISSORS PL.	ITC	ITC	13.3	14.6	17.8	18.3	18.3	16.7
2)WILLS FILTER	ITC	ITC	4.2	3.4	6.3	10.1	11.7	11.4
3)CHARMINAR PL.	VST	VST	10.9	9.1	8.8	8.5	9.6	9.2
4)PANAMA PL	GTC	GTC	11.3	7.2	8.0	9.0	9.0	6.8
5)CHARMS MINI KG	VST	VST	0.6	4.6	4.8	3.6	4.1	5.1
6)BRISTOL FILTER	ITC	ITC	4.3	2.8	3.1	2.9	2.8	4.6
7)FOUR SQ. PREMIER	GPI	GPI	0.9	0.6	1.3	2.9	3.4	4.2
8)CAV GOLD LEAF	GPI	GPI	1.6	2.4	3.2	3.9	4.2	3.8
9)GOLD FLAKE FT	ITC	ITC	2.8	5.8	6.8	5.8	3.5	3.0
10)GOLD FLAKE KING	ITC	ITC	0.2	0.4	1.1	2.3	2.5	2.9
11)GOLD FLK PL.	ITC	ITC	1.2	0.3	1.8	2.5	1.3	2.5
12)BERKELEY FT	ITC	ITC	---	4.9	3.9	2.7	2.0	2.5
13)CAPSTAN PL.	ITC	ITC	3.7	2.5	1.6	2.1	2.2	1.8
14)FOUR SQUARE KS	GPI	GPI	1.4	1.0	1.4	1.8	1.9	1.5
15)REGENT SPL. FT.	NTC	NTC	1.4	0.2	1.5	2.5	2.2	1.3
16)FLAIR FT.	GTC	GCT	---	---	2.3	2.4	1.4	0.8
OTHERS			42.2	40.2	26.3	18.7	19.9	21.9
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			46.0	54.5	50.5	49.3	47.8	51.2
FILTER MENTHOL			0.2	---	---	0.1	0.2	0.2
NON-FILTER			53.8	45.5	49.5	50.6	52.0	48.6
PRICE SEGMENTATION%								
PREMIUM(ABOVE RS.7.00 for 10's)			2.6	2.2	6.7	6.6	6.6	6.3
MEDIUM HIGH (RS.5.00 - RS.7.00)			7.0	9.2	13.2	16.0	15.2	14.4
MEDIUM (RS.3.50 - RS.4.50)			24.4	12.0	28.8	26.8	26.2	30.8
LOW (BELOW RS.3.50)			66.0	76.6	51.3	50.6	52.0	48.6
TAR & NICOTINE SEGMENTATION %								
ULTRA LOWNEGLIGIBLE.....							
LOWNEGLIGIBLE.....							
MEDIUMNEGLIGIBLE.....							
HIGH/FULL FLAVOR			100	100	100	100	100	100

(INDIA)

1985

1986

1987

1988

1989

1990

TOBACCO TYPE SEGMENTATION %

BLEND: VIRGINIA (LOCAL TYPE)
BROWN/MIXED

100

100

100

100

100

100

LENGTH SEGMENTATION %

70 MM AND SHORTER

71.7

50.6

77.7

77.4

78.2

79.3

71 MM TO 79 MM

12.2

27.4

13.2

16.0

15.2

14.4

80 MM to 85 MM

16.1

22.0

9.1

6.6

6.6

6.3

86 MM TO 94 MM

*

*

*

-

-

-

100MM

*

*

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-

-

-

(*LESS THAN 0.1%)

PACK COUNT SEGMENTATION %

UP TO 10 CIGTS/PACK

80.2

84.0

89.7

88.8

89.9

90.0

20 CIGTS/PACK

19.8

16.0

10.3

11.2

10.1

10.0

PACK TYPE SEGMENTATION %

SOFT PACK

18.2

14.5

9.5

10.5

8.8

8.5

FLIP TOP BOX

1.6

1.5

0.8

0.7

1.3

1.5

SLIDE AND SHELL

80.2

84.0

89.7

88.8

89.9

90.0

2500058659

ASIA 12

(INDIA)

1985

1986

1987

1988

1989

1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)	N.A.	3,000	N.A.	10,000	10,600	N.A.
PIPE TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
CHEWING TOBACCO (THOUSAND KILOS)	N.A.	45,000	60,000	75,000	78,000	N.A.
SNUFF (THOUSAND KILOS)	N.A.	4,500	4,500	6,600	7,000	N.A.
BIDI (BILLIONS)	650	700	760	810.0	850	890
KRETEK (MILLIONS)	NIL	NIL	NIL	NIL	NIL	NIL
OTHERS (THOUSAND KILOS)	N.A.	N.A.	N.A.	57,500	60,850	N.A.

(approximately)

ASIA 13

0998500052

NAME OF MARKET: INDONESIA TOTAL

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	106,300	114,800	120,200	134,800	147,171	153,760
POPULATION TOTAL (MILLIONS)	162.00	166.00	169.00	175.59	179.14	182.80
PER CAPITA CONSUMPTION	656	696	711	768	832	841
COMPANY SHARES						
1) GUDANG GARAM (KRETEK)	22.7	28.9	30.7	29.3	27.1	36.3
2) DJARUM (KRETEK)	23.9	21.1	22.1	24.3	27.1	24.1
3) BENTOEL (KRETEK)	10.8	9.1	9.6	7.3	11.0	10.4
4) STTC (WHITE CIGTS)	7.4	6.9	4.1	3.8	4.0	3.5
5) BAT (WHITE CIGTS)	6.0	4.6	4.7	4.2	3.0	2.4
6) FAROKA (WHITE CIGTS)	1.5	1.1	0.8	0.9	0.8	1.2
OTHER KRETEK MANUFACTURERS	23.7	22.1	21.9	25.8	23.9	18.0
OTHER WHITE CIGT. MANUFACTURERS	4.7	5.8	6.1	4.4	3.1	3.1
BRAND SHARES %						
BRAND NAME						
1) DJARUM SUPER F 12	11.3	10.6	12.1	14.7	15.7	12.2
2) GUDANG GARAM (RED FILTER)	9.9	11.1	9.8	5.9	6.1	12.2
3) GUDANG GARAM SURYA F 16	N/A	1.5	2.0	5.8	5.5	7.5
4) GUDANG GARAM SURYA F 12	0.8	3.4	4.0	3.6	4.2	4.7
5) GUDANG GARAM RED NF 10	5.9	5.4	5.0	4.6	4.2	4.6
6) DJARUM F SUPER 16	1.6	3.7	4.4	4.3	4.4	4.3
7) BENTOEL INTL BLUE F12	3.5	3.6	4.2	3.6	5.3	4.0
8) GUDANG GARAM KS RED NF 12	2.0	2.1	2.1	2.3	2.4	2.7
9) COMMODORE LS	4.0	2.8	2.6	1.3	1.3	1.3
10) DJARUM FILTRA 12	3.8	4.4	4.7	1.9	1.2	0.7

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: INDONESIA
WHITE CIGARETTE MARKET

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	20,065	22,000	19,000	17,900	16,000	16551
COMPANY SHARES (SHARE OF MARKET %)						
1) BAT	6.0	4.6	4.7	4.2	3.0	2.9
2) STTC	7.4	7.2	4.1	3.8	4.0	3.5
3) FAROKA	1.5	1.1	0.8	0.9	0.8	1.2
OTHERS	4.7	5.8	6.1	4.4	3.1	3.1
BRAND FAMILY SHARES %						
BRAND NAME						
1)COMMODORE LS	4.0	2.8	2.6	1.3	1.3	1.3
2)ARDATH SP KS	0.7	0.8	0.8	1.0	0.7	0.9
3)UNION FL	1.2	1.1	1.1	0.7	0.6	0.6
4)HERO	1.1	1.0	1.0	0.6	0.6	0.4
5)KANSAS	0.9	0.8	0.7	0.6	0.5	0.4
6)PANAMA FL	0.7	0.6	0.6	0.5	0.4	0.4
OTHERS	11.1	11.6	8.8	8.6	6.7	6.8
COMPANY SHARES (SHARE OF SEGMENT %)						
1) STTC	37.8	24.4	26.1	28.6	37.0	32.7
2) BAT	30.6	16.3	29.9	31.6	27.3	27.3
3) FAROKA	7.7	38.9	5.1	6.8	7.2	11.5
OTHERS	24.0	20.5	38.9	33.1	28.6	28.5
BRAND FAMILY SHARES (SHARE OF SEGMENT %)						
BRAND NAME						
1)COMMODORE LS	20.4	9.9	16.6	9.8	11.9	11.9
2)ARDATH SP KS	3.6	2.8	5.1	7.5	6.6	8.4
3)UNION FL	6.1	3.9	7.0	5.3	5.7	5.5
4)HERO	5.6	3.5	6.4	4.5	5.2	3.7
56)PANAMA FL	3.6	2.1	3.8	3.8	3.9	3.7
6)KANSAS	4.6	2.8	4.5	4.5	4.6	3.6
OTHERS	56.1	74.9	56.7	64.7	62.2	63.2

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ASIA 15

(INDONESIA - WHITE CIGARETTE MARKET)

	1985	1986	1987	1988	1989	1990
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TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN	0.5	1.0	1.0	1.0	1.0	1.3
VIRGINIA	99.5	99.0	99.0	99.0	99.0	98.7
MODIFIED VIRGINIA	N/A	N/A	N/A	N/A	N/A	N/A

LENGTH SEGMENTATION %

70 MM AND SHORTER	1.5	1.2	N/A	N/A	N/A	N/A
71 MM TO 79 MM	23.4	23.7	N/A	N/A	N/A	N/A
80 MM to 85 MM	60.0	59.5	N/A	N/A	N/A	N/A
100MM	14.1	15.6	N/A	N/A	N/A	N/A

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	*1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO	**YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

*EXCEPT KOMPASS INDONESIA'S NATIONAL DAY.

**DECREE EXPECTED APRIL 1991 ON STATUTORY HEALTH WARNING.

(INDONESIA - WHITE CIGARETTE MARKET)

	1985	1986	1987	1988	1989	1990
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TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS
KRETEK (MILLIONS)

	86,235	92,800	101,200	116,900	131,171	137,209
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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: JAPAN

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	310.2	309.2	307.6	306.7	312.8	320.3
OF WHICH LOCAL MANUFACTURE:	302.9	298.6	281.7	271.2	268.4	270.1
IMPORTED TOTAL	7.3	10.6	29.5	35.5	44.4	50.3
IMPORT SEGMENT SHARE	2.4%	3.4%	8.4%	11.6%	14.2%	15.7%
POPULATION TOTAL (MILLIONS)	121.0	121.7	122.3	122.8	123.3	123.6
PER CAPITA CONSUMPTION	2,564	2,541	2,515	2,498	2,537	2,591
SMOKER INCIDENCE						
% OF TOTAL POPULATION	38.3	36.7	36.7	36.3	36.1	36.7
% OF FEMALE POPULATION	13.7	12.6	13.4	13.1	12.7	14.3
% OF MALE POPULATION	64.6	62.5	61.6	61.2	61.1	60.5
COMPANY SHARES						
1)JAPANESE TOBACCO MONOPOLY	97.7	96.3	91.1	87.7	85.1	83.3
2)PHILIP MORRIS (INCL. LIC. MARLBORO)	1.8	2.8	5.7	7.5	9.1	10.8
3)OTHER FOREIGN MFGRS	0.5	0.9	3.2	4.8	5.8	6.0
4)PHILIP MORRIS IMPORTS ONLY	1.7	2.6	5.2	6.8	8.4	9.7

(JAPAN)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) MILD SEVEN	JTI	JTI	44.7	45.9	43.2	41.1	40.6	39.5
2) SEVEN STARS	JTI	JTI	12.1	11.6	10.6	9.5	9.1	9.6
3) CASTER	JTI	JTI	8.4	7.7	7.7	8.1	8.7	8.7
4) CABIN	JTI	JTI	7.3	7.3	6.9	6.2	6.7	6.7
6) LARK	PMI	PMI	1.3	1.7	3.1	3.8	4.4	5.1
5) HILITE	JTI	JTI	6.1	5.5	5.0	5.9	5.0	4.4
7) PEACE	JTI	JTI	3.1	4.3	3.9	3.6	3.4	3.3
8) HOPE	JTI	JTI	4.1	3.8	3.4	3.1	3.0	2.8
10) KENT	BAT	BAT	0.04	0.04	1.4	1.6	1.8	2.0
9) ECHO	JTI	JTI	3.4	3.0	2.7	2.4	2.0	1.8
11) PARLIAMENT	PMI	PMI	0.4	0.5	0.7	0.9	1.1	1.5
11) PHILIP MORRIS	PMI	PMI	0.01	0.3	1.3	1.3	1.3	1.3
13) SOMETIMES	JTI	JTI	0.6	0.7	0.9	1.1	1.1	1.1
TOTAL TOP THIRTEEN			91.6	92.3	90.8	88.6	88.2	87.8
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			97.7	97.2	96.9	96.6	96.3	96.1
FILTER MENTHOL			1.1	1.7	2.1	2.5	2.9	3.2
NON-FILTER			1.2	1.1	1.0	0.9	0.8	0.7
CHARCOAL FILTER			75.2	75.7	77.1	79.8	81.1	82.5
PRICE SEGMENTATION								
PREMIUM (Y280 & over)			0.9	1.1	1.8	1.6	1.7	2.0
HIGH (Y221-279)			15.3	16.2	17.1	17.1	19.6	22.3
MEDIUM (Y220)			71.5	71.6	71.1	69.6	68.5	67.2
LOW (BELOW 220)			12.3	11.2	10.0	11.7	10.2	8.6
TAR & NICOTINE SEGMENTATION %								
ULTRA LOW (BELOW 6)			0.02	0.1	0.1	0.7	0.6	0.6
LOW (6-11)			20.1	28.2	33.9	37.2	40.4	47.1
MEDIUM (11.1 - 16)			62.7	55.9	51.1	49.4	47.2	33.8
HIGH/FULL FLAVOR (16.1 & OVER)			17.1	15.9	14.8	12.8	11.7	18.5

(JAPAN)	1985	1986	1987	1988	1989	1990
TOBACCO TYPE SEGMENTATION %						
BLEND: AMERICAN/DOMESTIC	100%	100%	100%	100%	100%	100%
LENGTH SEGMENTATION %						
70 MM AND SHORTER	11.3	10.1	7.5	6.7	6.0	5.5
80 MM to 85 MM	86.9	88.0	90.4	90.8	90.9	91.1
100MM	1.8	1.9	2.2	2.5	3.0	3.5
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK (10'S)	4.8	4.5	3.0	3.5	3.3	3.1
20 CIGTS/PACK (20'S)	95.1	95.4	95.7	96.1	96.3	96.6
OVER 30 CIGTS/PACK (50'S)	0.1	0.1	0.4	0.4	0.4	0.4
PACK TYPE SEGMENTATION%						
SOFT PACK	94.7	94.8	94.6	94.0	86.3	78.9
FLIP TOP BOX	5.1	5.0	5.1	5.7	13.5	21.0
PRINCESS PACK	0.2	0.2	*	0.0	0.1	0.1
OTHERS	-	-	0.3	0.3	0.1	0.1

*LESS THAN 0.1%/1%

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- 1)YES
- 2)BANNED
- 3)RESTRICTED

A)TELEVISION	3 (time and GRP limits)
B)RADIO	3 (GRP limits)
C)NEWSPAPERS	1 (maximum at 1/3 Page)
D)MAGAZINES	1 (not for female magazines)
E)COUPONS	2
F)POINT OF SALE	1
G)BILLBOARDS	1
H)CINEMA	1
I)SAMPLING	1

SINCE APRIL 1981 THE JAPANESE GOVERNMENT HAS ALLOWED IMPORTED CIGARETTE MANUFACTURERS ACCESS TO ALL MEDIA (EXCEPT FOR COUPONS) SUBJECT TO CONFORMITY WITH AD-SP RULES ISSUED BY THE J.T.S.

THE AD-SP RULES IMPOSE BUDGETARY CONSTRAINTS OVER FOREIGN MANUFACTURERS ACCESS TO ADVERTISING ON T.V., RADIO, MAGAZINE NEWSPAPER MEDIA THROUGH THE EXISTENCE OF AN ADVERTISING FORMULA RELATED TO VOLUME. A FURTHER RESTRICTION OVER TV ADVERTISING IS THE LIMITING OF ACCESS TO THE FIRST THREE YEARS OF BRAND LIFE.]

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(JAPAN)	1985	1986	1987	1988	1989	1990
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	YES
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

(JAPAN)

1985 1986 1987 1988 1989 1990

IMPORTED BRANDS SHARE OF IMPORT SEGMENT

MANUFACTURERS

PHILIP MORRIS	74.4	74.7	62.0	58.5	59.0	61.9
B.A.T.	5.9	7.8	23.9	24.4	22.5	21.3
R.J. REYNOLDS	13.1	11.0	9.1	11.6	12.9	12.2
OTHER	6.6	6.5	5.0	5.5	5.6	4.7

BRANDS

LARK	56.7	48.6	36.9	33.1	31.2	32.3
KENT	1.8	1.3	16.9	14.2	13.0	12.7
PARLIAMENT	15.0	13.1	7.9	7.5	7.9	9.2
P.M.	0.4	9.8	15.0	11.6	8.8	8.3
LUCKY STRIKE	1.9	3.5	5.1	5.3	6.1	6.1
MERIT	-	-	-	-	4.7	5.4
SALEM	6.4	5.8	4.3	4.7	4.9	4.9
L&M	-	-	-	4.2	3.7	3.4
VIRGINIA SLIMS	1.6	2.8	2.1	2.0	2.6	3.3
WINSTON	0.7	0.6	2.2	0.8	0.5	0.4
MORE	3.6	2.6	1.1	0.7	0.5	0.4
OTHERS	11.9	11.9	8.5	15.9	16.1	13.6

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ASIA 22

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: KOREA*

*Does not include Duty Free Imports

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	77.6	78.3	82.1	87.3	91.7	95.9
OF WHICH LOCAL MANUFACTURE (DOMESTIC)	77.6	78.3	82.0	86.0	88.0	91.7
POPULATION TOTAL (MILLIONS)	41.2	41.6	42.1	42.6	42.4	42.8
PER CAPITA CONSUMPTION	1,882	1,882	1,950	2,049	2,163	2,240
SMOKER INCIDENCE						
% OF TOTAL POPULATION	24.6	24.3	24.0	25.0	23.3	35.0
% OF FEMALE POPULATION	6.9	6.6	6.6	7.0	4.6	4.0
% OF MALE POPULATION	42.0	41.0	41.3	43.0	43.8	64.0
COMPANY SHARES						
1) KOREAN TOBACCO 7 GINSENG	100%	99.94%	99.8%	98.5%	95.9%	95.6%
2) FOREIGN COMPANIES	---	0.06%	0.2	1.5	4.1	4.4
- PHILIP MORRIS	---	35%	31.2	37.2	27.6	33.3
- RJR	---	28%	27.9	25.4	32.0	27.8
- B&W	---	33%	31.5	36.5	22.6	13.9
- JTI	---	---	---	---	2.0	8.7
- OTHERS	---	4%	9.4	0.9	15.8	16.8

(KOREA)	1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %						
TRADEMARK						
OWNERSHIP MANUFACTURER						
1) 88 (EIGHTY-EIGHT) KOREAN TOBACCO & GINSENG	---	---	---	66.6	58.1	62.5
2) HALLA	---	---	---	---	6.3	10.1
3) SOL	59.9	63.2	66.0	22.3	16.1	9.4
4) Y.S.L.	---	---	---	---	0.9	0.9
5) VIRGINIA SLIMS	---	---	---	---	0.5	0.6
6) MARLBORO	---	---	---	---	0.3	0.4
7) KENT	---	---	---	---	0.7	0.4
8) OTHERS	40.1	36.8	34.0	11.1	17.1	15.7
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	97.8	97.8	97.7	99.2	87.3	86.9
FILTER MENTHOL	1.3	1.4	1.8	0.8	0.7	0.8
PRICE SEGMENTATION %						
PREMIUM (W1,000 AND ABOVE)	---	---	---	---	2.3	2.4
HIGH (W800-W900)	---	---	---	---	1.5	1.5
MEDIUM (W700)	---	---	---	---	6.3	20.4
REGULAR (W600)	---	---	---	---	61.7	54.1
LOW (BELOW W600)	---	---	---	---	16.1	9.4
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (BELOW 6MG)	---	---	---	---	12.1	12.3
LOW ((6-10 MG)	6.3	7.0	10.0	70.6	59.4	71.2
MEDIUM (11-15MG)	67.5	69.0	69.0	23.2	27.9	15.8
HIGH/FULL FLAVOR (16+ MG)	26.2	24.0	21.0	6.2	0.7	0.7
TOBACCO TYPE SEGMENTATION %						
BLOND: PSEUDO AMERICAN	41.2	41.6	42.1	42.0	99.7	99.8

(KOREA)	1985	1986	1987	1988	1989	1990
LENGTH SEGMENTATION %						
85 MM	---	---	---	---	77.5	63.4
95 MM	---	---	---	---	0.2	0.1
100 MM	---	---	---	---	9.2	23.8
120 MM	---	---	---	---	1.0	0.5
PACK COUNT SEGMENTATION %						
11 TO 15 CIGTS/PACK	0.01	0.01	---	---	---	---
20 CIGTS/PACK	99.99	99.99	100	100	100	100
PACK TYPE SEGMENTATION						
SOFT PACK	98.4	98.2	97.9	99.7	85.5	83.8
FLIP TOP BOX	1.6	1.8	2.1	0.3	2.4	3.9

CIGARETTE ADVERTISING MEDIA AVAILABILITY

- *NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

- A) TELEVISION (2)
B) RADIO (2)
C) NEWSPAPERS (2)
D) MAGAZINES (3)

NOTE: *TV ADVERTISING IS NOT BEING USED BY KTM.
*NEWSPAPER AND OTHER MEDIA ADVERTISING ARE NOT COMMON.

* NOTE: Large-scaled advertisement on local cigarettes through mass media is not yet executed, but it is mainly put on local daily newspaper and some leading magazines from time to time. Furthermore, T.V. and Radio is not used due to KT&G's budget problem as yet.

- E) COUPONS (3)
F) POINT OF SALE (1)
G) BILLBOARDS (2)
H) CINEMA (2)
I) SAMPLING (3)

2500058672

(KOREA)

1985

1986

1987

1988

1989

1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

NO

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGAR(MILLIONS)

0.7

0.8

0.4

N/A

N/A

N/A

2500058673

ASIA 26

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALAYSIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	17.28	17.23	16.63	17.48	17.81	18.54
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%	100%
IMPORTED:	---	---	---	---	---	---
POPULATION TOTAL (MILLIONS)	15.7	16.1	16.5	16.9	17.4	17.9
PER CAPITA CONSUMPTION	1100.6	1070.2	1007.9	1034.3	1023.6	1035.7
SMOKER INCIDENCE						
% OF TOTAL POPULATION	14.3	14.2	15.7	14.2	14.2	15.8
% OF FEMALE POPULATION	2.3	2.5	1.0	1.8	0.7	0.6
% OF MALE POPULATION	27.1	26.0	27.4	27.8	27.8	31.5
COMPANY SHARES						
1)ROTHMANS	29.7	36.4	42.3	45.2	49.4	52.7
2)MALAYSIAN TOBACCO COMPANY (MTC)	53.6	48.3	43.7	33.8	30.2	28.1
3)R.J. REYNOLDS	9.6	9.2	9.6	17.1	16.9	15.7
4)PHILIP MORRIS	6.7	5.6	4.0	3.4	3.4	3.5
5)OTHERS	0.4	0.5	0.4	0.5	0.1	---

(MALAYSIA)			1985	1986	1987	1988	1989	1990
BRAND SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1)DUNHILL K.S.	ROTHMANS	RPM	13.2	19.7	23.9	22.0	25.2	29.4
2)BENSON & HEDGES	B.A.T.	MTC	27.9	24.4	22.4	14.8	12.9	12.2
3)SALEM	RJR	RJR	3.3	3.7	4.2	4.6	5.4	7.3
4)P. STUYVESANT	ROTHMANS	RPM	3.3	3.7	3.3	3.2	4.0	4.6
5)VIRGINIA GOLD	ROTHMANS	RPM	4.4	3.6	5.9	6.0	4.3	4.3
6)GOLD FLAKE	B.A.T.	MTC	10.8	8.6	4.0	5.6	4.0	3.5
7)MARLBORO	P. MORRIS	PM	6.7	5.6	4.0	3.4	3.4	3.5
8)LUCKY STRIKE	B.A.T.	MTC	2.4	2.7	2.1	1.8	3.4	3.5
9)WHITE HORSE (YELLOW)	ROTHMANS	RPM	3.8	5.2	5.6	4.4	3.3	2.3
10)KENT	B.A.T.	MTC	3.9	3.1	2.3	2.7	2.2	2.3
11)PLAYERS GOLD LEAF	B.A.T.	MTC	0.1	0.9	6.9	3.8	2.1	1.7
12)STATE EXPRESS 555	B.A.T.	MTC	1.7	1.6	1.7	1.1	1.2	1.4
13)ROTHMANS INT. 100	ROTHMANS	RPM	2.9	2.5	1.7	1.1	0.9	0.8
14)WINSTON	RJR	RJR	3.0	2.0	1.3	0.9	0.6	0.5
15)DORAL	RJR	RJR	1.4	1.6	1.6	1.5	0.4	0.2
16)EMBASSY 88	B.A.T.	MTC	0.7	2.6	1.7	0.4	---	---
OTHERS			10.5	8.5	7.4	22.7	26.7	23.0
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			91.0	90.3	89.8	87.0	85.6	84.7
FILTER MENTHOL			5.4	6.3	7.3	10.5	11.9	12.8
NON-FILTER			3.6	3.4	2.9	2.5	2.5	2.5
PRICE SEGMENTATION								
PREMIUM (M\$2.50 & ABOVE)			23.8	20.0	15.2	14.5	14.5	16.7
HIGH (M\$2.30-M\$2.40)			45.6	50.2	52.1	41.7	43.4	46.1
MEDIUM (M\$1.60-M\$2.20)			4.1	4.4	4.0	1.2	3.1	3.5
LOW (UNDER M\$1.50)			26.5	25.4	28.7	42.6	39.0	32.7
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			21.1	19.1	16.4	23.3	25.6	35.7
VIRGINIA			78.9	80.9	83.6	76.7	74.4	64.3

(MALAYSIA)	1985	1986	1987	1988	1989	1990
LENGTH SEGMENTATION %						
66 MM TO 72 MM	3.1	2.9	2.5	2.2	2.2	2.2
74 MM TO 80 MM	---	---	---	---	---	---
82 MM to 88 MM	88.8	90.1	91.7	88.1	85.4	86.8
90 MM AND OVER	8.1	7.0	5.8	9.7	12.4	11.0
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	4.6	5.4	6.2	5.1	5.1	4.5
11 TO 15 CIGTS/PACK	16.2	14.9	11.6	8.5	8.2	8.9
20 CIGTS/PACK	79.2	79.7	82.2	86.4	86.1	86.0
50 CIGTS/PACK	---	---	---	---	0.6	0.6
PACK TYPE SEGMENTATION %						
SOFT PACK	26.6	25.5	21.6	28.3	29.4	28.6
FLIP TOP BOX	73.0	74.2	78.2	71.6	70.5	71.4
SLIDE AND SHELL	0.4	0.3	0.2	0.1	0.1	---
OTHER (TIN)	---	---	---	---	---	---
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	-	-	-	-	-	-
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

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(MALAYSIA)

1985

1986

1987

1988

1989

1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

YES

YES

YES

YES

YES

YES

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

2500058677

ASIA 30

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PAKISTAN

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS) OF WHICH LOCAL MANUFACTURE: 100%	37188	37986	37061	33606	31503	31794
POPULATION TOTAL (MILLIONS)	96.18	99.16	102.24	105.3	108.56	111.81
PER CAPITA CONSUMPTION	387	383	362	319	291	284
COMPANY SHARES						
1) PAKISTAN TOBACCO CO. (B.A.T.)	41.8	45.5	48.5	53.5	56.3	56.2
2) LAKSON TOBACCO CO. (ROTHMANS)	24.3	23.3	23.1	25.5	25.0	24.3
3) PREMIER TOBACCO INDUSTRIES, LTD. (P.M.I.)	19.9	17.9	16.2	13.3	13.7	13.6
4) SOUVENIR TOBACCO CO.	6.3	7.1	5.7	2.2	2.6	2.6
5) KHYBER TOBACCO CO.	4.1	3.1	3.3	3.9	0.2	0.1
6) MOGUL TOBACCO CO.*	2.7	2.5	2.0	Add w/LTC	---	---
OTHERS	0.9	0.6	1.2	1.6	2.2	3.2

BASIS: INDUSTRY CLEARANCES

* MOGUL FRANCHISE IS NOW OWNED BY LAKSON TOBAC

(PAKISTAN)

1985 1986 1987 1988 1989 1990

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) EMBASSY FT.	BAT	PTC	12.4	15.9	23.6	28.9	29.4	26.5
2) GOLD FLAKE	BAT	PTC	5.5	5.1	5.3	7.0	9.1	10.6
3) GOLD LEAF HL	BAT	PTC	4.6	5.1	5.4	6.2	7.2	6.7
4) ROYALS FILTER	LTC	LTC	-	3.1	7.0	7.9	5.4	6.6
5) MORVEN GOLD	LTC	LTC	4.7	4.6	4.6	4.4	5.5	6.5
6) MARK - 7 FT	LTC	LTC	-	-	1.4	4.7	5.2	4.1
7) R&W KSF HL	GPI	PTI	2.2	2.1	2.5	2.6	3.4	4.1
8) WILLS KINGS	BAT	PTC	1.3	1.7	2.2	2.3	2.7	3.3
9) WILLS FT SS20s	BAT	PTC	4.1	4.4	3.9	3.1	2.9	2.8
10) CAPSTAN NC	BAT	PTC	3.6	3.5	2.9	2.6	2.7	2.6
11) K-2 PLAIN	PTI	PTI	4.4	4.0	3.6	3.2	2.7	2.2
12) K-2 KSF	PTI	PTI	5.0	3.6	2.9	2.0	2.0	2.1
13) LORD	LTC	LTC	---	0.5	0.7	0.8	1.5	1.8
14) WINNER FT	PTI	PTI	---	---	---	0.6	1.8	1.7
15) R&W CANDY	GPI	PTI	---	---	---	---	1.7	1.7
16) PRINCETON SC	LTC	LTC	2.1	2.1	2.2	1.8	1.8	1.6
17) MELBURN	STC	STC	2.4	2.2	1.8	1.7	1.5	1.4
18) PLAYERS NO.6	BAT	PTC	1.7	1.4	1.3	1.2	1.3	1.3
19) ROYALS PLAIN	LTC	LTC	4.4	2.9	2.8	2.2	1.3	0.9
20) K-2 SPECIAL	PTI	PTI	5.7	4.7	2.7	1.9	1.2	0.9
OTHERS			35.9	33.1	23.2	14.9	9.7	10.5

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	70.3	79.6	83.8	88.9	83.0	94.8
NON-FILTER	29.7	20.4	16.2	11.1	7.0	5.2

TOBACCO TYPE SEGMENTATION %

BLEND: VIRGINIA	100	100	100	100	100	100
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ASIA 32

(PAKISTAN)	1985	1986	1987	1988	1989	1990
LENGTH SEGMENTATION %						
KING SIZE PLUS (83 MM AND MORE)	26.8	29.4	30.5	30.2	35.5	37.2
LONG SIZE (78 - 80 MM)	20.6	21.5	21.9	24.5	25.1	25.3
REGULAR SIZE (68 - 72 MM)	52.6	49.1	47.6	45.3	39.4	37.5
PACK COUNT SEGMENTATION %						
10 CIGTS/PACK	41.5	44.2	43.6	43.8	59.3	40.0
20 CIGTS/PACK	58.5	55.8	56.4	56.2	40.7	60.0
PACK TYPE SEGMENTATION %						
SOFT PACK	36.4	30.0	26.3	26.0	26.0	29.3
FLIP TOP BOX	22.1	25.7	30.1	30.2	33.3	33.4
SLIDE AND SHELL	41.5	44.2	43.6	43.8	40.7	37.3
PRINCESS PACK	*	*	*	*	*	*
(*LESS THAN 0.1%)						
PRICE SEGMENTATION %						
CAT A (PREMIUM)	4.6	5.1	5.5	6.3	7.3	6.8
CAT B (HIGHT)	3.8	3.6	3.0	2.7	3.0	3.0
CAT C (MEDIUM HIGH)	17.4	17.2	17.0	18.6	28.0	32.2
CAT D (MEDIUM)	15.4	14.1	12.8	9.3	6.1	6.1
CAT E (LOW)	35.5	43.3	43.9	47.5	43.5	40.0
CAT F (ECONOMY)	23.3	16.7	17.8	15.6	12.1	11.8
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

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(PAKISTAN)

1985

1986

1987

1988

1989

1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:							
	A) PACKS	NO	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058681

ASIA 34

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PHILIPPINES

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	57,094	65,397	62,318	66,096	67,647	67,992
POPULATION TOTAL (MILLIONS)	54.7	56.0	57.4	58.7	60.1	61.5
PER CAPITA CONSUMPTION	1,044	1,168	1,086	1,126	1,126	1,106
SMOKER INCIDENCE						
% OF TOTAL POPULATION	NA	13.8	13.8	15.2	15.2	16.3
% OF FEMALE POPULATION	NA	4.1	3.7	4.0	4.7	5.1
% OF MALE POPULATION	NA	23.8	24.0	26.3	28.0	28.1
COMPANY SHARES						
1) FORTUNE TOBACCO	58.1	60.6	59.2	60.6	62.7	65.8
2) LA SUERTE/PMI	26.7	23.9	22.4	22.7	21.3	18.3
3) STERLING	1.4	2.3	3.2	2.7	2.9	2.9
4) OTHERS	13.8	13.2	15.2	14.0	13.1	13.0

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) CHAMPION	LOCAL	FORTUNE	13.8	14.4	16.9	19.4	21.8	19.0
2) HOPE	LOCAL	FORTUNE	15.4	16.1	12.1	13.1	14.8	17.8
3) MARLBORO	PMI	LA SUERTE	14.6	12.4	12.2	13.0	12.0	9.9
4) PM	PMI	LA SUERTE	12.1	11.6	10.2	9.7	9.3	8.4
5) WINSTON	RJR	FORTUNE	1.5	3.6	3.6	3.6	4.6	7.1
6) EVERGREEN	LOCAL	FORTUNE	1.1	6.1	10.7	7.7	5.0	4.8
7) MORE	LOCAL	FORTUNE	6.7	4.9	3.2	2.7	3.5	4.2
8) PLAZA	LOCAL	FORTUNE	NIL	NIL	3.8	4.4	2.9	2.7
9) MARK	LOCAL	FORTUNE	5.1	4.8	2.1	2.2	2.4	1.9
10) BOSS	LOCAL	FORTUNE	5.3	3.1	2.9	2.7	2.2	1.7

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(PHILIPPINES)	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	21.2	22.4	20.8	20.8	21.4	23.1
FILTER MENTHOL	65.0	65.6	66.3	68.0	67.6	65.6
NON-FILTER	0.1	0.1	0.1	0.1	---	---
NATIVE	13.7	11.9	12.8	11.1	11.0	11.3
PRICE SEGMENTATION						
PREMIUM	11.8	11.4	10.1	9.6	9.2	8.4
HIGH	27.6	27.9	25.6	27.5	29.4	33.0
MEDIUM	27.9	25.6	13.2	12.3	13.4	12.8
LOW	32.7	34.1	51.1	50.5	48.0	45.8
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	100	99.1	99.1	99.3	99.2	99.3
LOW TAR 14 mg LIGHTS	—	0.9	0.9	0.7	0.8	0.7
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	86.3	88.1	87.2	88.9	89.0	88.7
OTHER	13.7	11.9	12.8	11.1	11.0	11.3
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.9	0.6	0.4	0.3	0.2	0.1
80 MM TO 85 MM	34.9	35.0	35.8	38.6	41.5	40.5
100MM TO 120MM	50.5	52.5	51.0	50.0	47.3	48.1
NATIVE	13.7	11.9	12.8	11.1	11.0	11.3
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	86.3	88.1	87.2	88.9	89.0	88.7
NATIVE 10/20/30's SPLIT N/A	13.7	11.9	12.8	11.1	11.0	11.3

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(PHILIPPINES)	1985	1986	1987	1988	1989	1990
PACK TYPE SEGMENTATION %						
SOFT PACK	99.2	99.5	99.7	99.8	99.8	99.9
FLIP TOP BOX	0.8	0.5	0.3	0.2	0.2	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	YES	YES	YES	YES	YES	YES
B) RADIO	YES	YES	YES	YES	YES	YES
C) NEWSPAPERS	YES	YES	YES	YES	YES	YES
D) MAGAZINES	YES	YES	YES	YES	YES	YES
E) COUPONS	YES	YES	YES	YES	YES	YES
F) POINT OF SALE	YES	YES	YES	YES	YES	YES
G) BILLBOARDS	YES	YES	YES	YES	YES	YES
H) CINEMA	YES	YES	YES	YES	YES	YES
I) SAMPLING	YES	YES	YES	YES	YES	YES
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS) PLUS						
ROLL YOUR OWN (THOUSAND KILOS) PLUS	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.
CHEWING TOBACCO (THOUSAND KILOS)						

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ASIA 37

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SINGAPORE

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	4.0	3.8	3.7	3.7	3.5	3.5
PER CAPITA CONSUMPTION	1,574	1,468	1,407	1,407	1,313	1,311
FILTER SHARE	91.0%	91.0%	92.1*	92.9	93.7	94.3
COMPANY SHARES						
1) ROTHMANS OF PALL MALL	38.4	38.2	32.1	29.4	28.1	27.8
2) THONG HUAT (RJR)	20.7	21.9	23.0	23.3	24.2	24.7
3) PHILIP MORRIS	17.3	16.8	23.2	23.5	23.0	24.0
4) SINGAPORE TOBACCO CO. (B.A.T.)	22.6	22.4	20.9	23.1	24.1	22.9
OTHERS	1.0	0.7	0.8	0.7	0.6	0.6

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO	PMI	P. MORRIS	17.1	15.8	21.4	20.9	20.7	21.6
2) DUNHILL	ROTH	ROTH	23.7	22.5	19.3	17.7	16.7	16.6
3) SALEM	RJR	RJR	12.7	14.0	14.7	15.7	16.4	16.4
4) LUCKY STRIKE	BAT	STC	2.9	4.0	5.2	8.1	9.5	9.4
5) CONSULATE	ROTH	ROTH	7.2	7.1	6.4	6.0	6.2	6.3
6) CAMEL	RJR	RJR	6.4	6.7	6.0	5.0	4.4	4.3
7) P. STUYVESANT	ROTH	ROTH	4.5	4.7	4.1	3.7	3.6	3.7
8) KENT	BAT	STC	3.5	3.3	2.7	3.0	3.3	3.3
9) STATE EXPRESS 555	BAT	STC	4.7	4.4	3.7	3.4	3.0	2.8
10) BENSON & HEDGES	BAT	STC	4.5	3.8	3.2	2.9	2.8	2.6
11) ROTHMANS	ROTH	ROTH	2.7	2.7	2.1	1.8	1.4	1.2
OTHERS			10.1	11.0	11.2	11.8	12.0	11.8

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(SINGAPORE)	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	67.7	65.6	66.7	66.1	65.9	66.3
FILTER MENTHOL	23.3	25.4	25.4	26.8	27.8	28.0
NON-FILTER	9.0	9.0	7.9	7.1	6.3	5.7
PRICE SEGMENTATION %						
PREMIUM	44.4	44.0	28.7	26.1	22.9	22.2
HIGH	30.1	27.9	23.5	40.6	46.0	46.7
MEDIUM	11.1	10.4	28.5	12.2	7.9	8.7
LOW	14.4	17.7	19.4	21.1	23.2	22.4
Prem (Sing.\$)	2.50+	2.50+	same	2.8+	3.10+	3.50+
High	2.49-2.30	2.49-2.30	same	2.79-2.60	2.90-3.09	3.30-3.49
Med	2.29-2.10	2.29-2.10	same	2.59-2.40	2.70-2.89	3.10-3.29
Low	below 2.10	below 2.10	same	below 2.40	2.69-below	3.09-below
TOBACCO TYPE SEGMENTATION%						
BLEND: AMERICAN	44.1	47.7	50.4	57.2	63.4	64.5
VIRGINIA	55.9	52.3	49.6	42.8	36.6	35.5
LENGTH SEGMENTATION %						
REGULAR	8.5	8.7	8.7	7.8	6.1	5.6
LONG SIZE	16.0	15.1	14.8	18.4	26.7	27.2
KING SIZE	72.2	72.7	73.5	70.4	63.2	63.1
100MM+	3.3	3.4	3.0	3.1	3.7	3.9
95's	-	-	-	0.3	0.3	0.2
PACK COUNT SEGMENTATION %						
7's	3.3	3.3	3.2	4.1	3.7	3.8
10's	12.7	12.9	13.5	14.4	18.3	18.7
12's	11.7	9.6	8.4	7.2	4.6	3.7
14's	14.4	14.2	14.5	10.9	10.1	10.5
20's	57.6	59.9	60.0	61.5	61.5	62.3
OTHERS	0.3	0.1	0.4	1.9	1.8	1.0

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(SINGAPORE)

1985 1986 1987 1988 1989 1990

PACK TYPE SEGMENTATION %

SOFT PACK	42.2	43.8	46.0	44.3	44.4	44.5
FLIP TOP BOX	53.6	52.3	50.2	52.2	52.5	52.6
SLIDE AND SHELL	4.0	3.8	3.6	3.3	3.0	2.8
PRINCESS PACK	0.1	0.1	0.1	0.1	0.1	0.1
OTHER (TIN)	0.1	---	0.1	0.1	---	---

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2	2
E) POINT OF SALE	3	3	3	3	3	2
F) BILLBOARDS	2	2	2	2	2	2
G) CINEMA	2	2	2	2	2	2
H) SAMPLING	2	2	2	2	2	2

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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ASIA 40

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TAIWAN

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	31.3	32.10	33.20	34.3	35.2	34.9
OF WHICH LOCAL MANUFACTURE:	30.8	31.54	26.60	28.8	30.1	30.0
IMPORTED FROM US/UK	0.5	0.56	6.60	5.5	5.1	4.9
POPULATION TOTAL (MILLIONS)	19.2	19.30	19.59	19.45	20.00	20.2
PER CAPITA CONSUMPTION (STICKS)	1630	1663	1695	1763	1760	17.2
SMOKER INCIDENCE						
% OF TOTAL POPULATION	27.5	27.5	27.5	29.5	29.3	31.8
% OF FEMALE POPULATION	N/A	N/A	N/A	2.6	3.9	4.7
% OF MALE POPULATION	N/A	N/A	N/A	47.3	47.4	54.4
COMPANY SHARES %						
1) TAIWAN TOBACCO & WINE MONOPOLY	98.3	98.2	83.5	83.9	85.6	86.0
2) ALL IMPORTED CIGARETTES COMPANIES	1.7	1.8	16.5	16.1	14.4	14.0
COMPANY SHARES OF IMPORTED SEGMENT %						
1) PHILIP MORRIS	13.6	12.2	49.8	59.3	59.9	60.2
2) B & W/BAT	47.4	39.3	22.9	23.2	25.1	22.8
3) TEI	16.4	14.4	4.7	4.7	4.8	9.4
4) RJR	11.2	7.6	7.7	8.3	6.4	5.9
5) JTS	11.1	13.0	---	---	---	---
OTHERS	0.3	13.5	14.9	4.5	3.8	1.7

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ASIA 41

(TAIWAN)

1985

1986

1987

1988

1989

1990

BRAND FAMILY SHARES OF IMPORTED SEGMENT %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) PARLIAMENT	PMI	PMI	----	----	14.3	27.2	30.7	22.7
2) L&M	PMI	PMI	---	---	---	---	0.6	20.5
3) STATE EXPRESS	BAT	BAT	27.4	23.7	9.9	15.4	21.1	19.4
4) MARLBORO	PMI	PMI	8.1	6.0	33.9	31.0	26.6	15.6
5) CRAVEN "A"	TEI	TEI	---	---	---	0.5	0.8	6.2
6) YSL	RJR	RJR	---	---	2.6	3.6	3.9	4.5
7) KENT	B&W	B&W	16.8	15.6	11.1	7.1	3.9	3.1
8) CARTIER	TEI	TEI	1.2	1.7	1.1	1.5	2.0	1.4
9) DUNHILL	TEI	TEI	9.6	9.4	1.1	0.9	1.1	1.1
10) VIRGINIA SLIMS	PMI	PMI	---	---	---	---	0.2	1.1
11) OTHERS			36.9	43.6	26.0	12.8	9.1	4.4

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	99.4	99.4	96.1	99.0	99.4	99.5
FILTER MENTHOL	0.1	0.1	0.5	0.6	0.6	0.5
NON-FILTER	0.5	0.5	0.4	0.4	0.0	0.0

PRICE SEGMENTATION %

PREMIUM	1.7	1.7	16.5	16.1	14.4	10.1
LOW	98.3	98.3	83.5	93.9	85.6	89.9

TAR & NICOTINE SEGMENTATION %

HIGH/FULL FLAVOR	99.8%	99.8%	94.5	92.6	80.0	73.1
LOW FLAVOR	0.2%	0.2%	5.5	7.4	20.0	26.9

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ASIA 42

(TAIWAN)

1985 1986 1987 1988 1989 1990

TOBACCO TYPE SEGMENTATION %

VIRGINIA

BLENDED

99.1	99.0	85.1	86.4	89.4	89.2
0.9	1.0	14.9	13.6	10.6	10.8

LENGTH SEGMENTATION %

70 MM AND SHORTER

71 MM TO 79 MM

80 MM TO 85 MM

100 MM

0.7	0.7	---	---	---	---
-	-	2.0	4.9	2.8	2.1
98.7	98.7	93.6	89.0	91.1	92.4
0.6	0.6	4.4	6.1	6.1	5.5

PACK COUNT SEGMENTATION %

UP TO 10 CIGTS/PACK

20 CIGTS/PACK

---	---	---	---	---	---
100.0	100.0	100.0	100.0	100.0	10.0

PACK TYPE SEGMENTATION %

SOFT PACK

FLIP TOP BOX

97.0	97.0	80.4	76.6	70.4	66.2
3.0	3.0	19.6	23.4	29.6	33.8

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES

2) BANNED

3) RESTRICTED

A) TELEVISION

B) RADIO

C) NEWSPAPERS

D) MAGAZINES

E) COUPONS

F) POINT OF SALE

G) BILLBOARDS

H) CINEMA

I) SAMPLING

2	2	2	2	2	2
2	2	2	2	2	2
2	2	2	2	2	2
2	2	3	3	3	3
2	2	1	2	2	2
2	2	1	1	1	1
2	2	3	3	3	3
2	2	2	2	2	2
3	3	3	3	3	3

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ASIA 43

(TAIWAN)

1985

1986

1987

1988

1989

1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS
B) CARTONS
C) ADVERTISING

(Health Warning Only)

YES	YES	YES	YES	YES	YES
YES	YES	NO	NO	NO	NO
NO	NO	YES*	YES*	YES*	YES*

SPECIFIC T&N NUMBERS ON:

A) PACKS
B) CARTONS
C) ADVERTISING

(Magazine only)

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS
B) CARTONS
C) ADVERTISING

NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO
NO	NO	NO	NO	NO	NO

*Magazine only.

2500058691

ASIA 44

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: THAILAND

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	29.200	29.248	30.927	33.203	36.900	39.000
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%	100%
IMPORTED:	NIL	NIL	NIL	NIL	NIL	NIL
POPULATION TOTAL (MILLIONS)	51.7	52.7*	53.6	54.6	55.7	57.7
PER CAPITA CONSUMPTION	565	554	564	603	609	676

COMPANY SHARES

1) THAILAND TOBACCO MONOPOLY	100%	100%	100%	100%	100%	100%
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BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER						
1) KHRONG THIP	THAILAND TOBACCO MONOPOLY	44.0	45.6	50.7	54.1	56.7	60.0		
2) GOLD CITY 85	THAILAND TOBACCO MONOPOLY	17.0	15.0	14.1	12.8	11.7	10.0		
3) FALLING RAIN	THAILAND TOBACCO MONOPOLY	3.2	3.3	4.5	6.0	7.0	8.0		
4) SAMIT 14	THAILAND TOBACCO MONOPOLY	16.4	15.0	9.6	7.4	6.0	5.1		
5) RUANG THIP	THAILAND TOBACCO MONOPOLY	2.0	4.9	8.1	7.7	7.1	4.9		
6) KLEDTHONG 27	THAILAND TOBACCO MONOPOLY	0.5	0.5	0.6	0.6	0.5	2.3		
7) ROYAL STD III	THAILAND TOBACCO MONOPOLY	4.3	4.0	2.9	2.5	2.2	2.1		
8) THE MOON	THAILAND TOBACCO MONOPOLY	2.3	2.5	2.1	1.9	1.7	1.6		
9) KRONGTHIP DELUXE	THAILAND TOBACCO MONOPOLY	---	---	---	---	0.8	1.0		
10) KRUNGTHONG	THAILAND TOBACCO MONOPOLY	1.9	1.9	1.4	1.1	1.0	0.9		
11) ROYAL STD DELUXE	THAILAND TOBACCO MONOPOLY	0.6	0.6	0.8	0.1	0.9	0.9		
12) SAMIT	THAILAND TOBACCO MONOPOLY	2.6	2.0	1.6	1.2	0.9	0.8		
13) KWAETHONG	THAILAND TOBACCO MONOPOLY	0.9	0.9	0.5	1.1	1.0	0.7		
14) KLED THONG	THAILAND TOBACCO MONOPOLY	4.3	3.8	3.3	2.9	2.5	0.7		
15) STAR (DAO)	THAILAND TOBACCO MONOPOLY	---	---	0.1	0.0	0.0	0.0		

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ASIA 45

(THAILAND)	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	82.8	80.7	81.6	78.1	78.8	80.9
PLAIN	14.0	16.0	15.0	15.9	14.2	11.2
PRICE SEGMENTATION*						
PREMIUM (16 & ABOVE)	----	----	----	----	1.0	2.0
HIGH (13)	----	----	77.9	83.6	81.0	86.0
LOW/MEDIUM (4-9)	100	100	22.1	16.4	18.0	12.0
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	100%	100%	100%	100%	100%	100%
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	66.0	65.8	67.0	74.0	76.5	80.8
VIRGINIA	31.7	30.8	29.7	17.2	14.7	13.6
THAI BLENDED	2.3	3.4	3.3	8.7	8.8	5.6
LENGTH SEGMENTATION %						
80 MM to 85 MM	100%	100%	100%	100%	100%	100%
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100%	100%	100%	100%	100%	100%
PACK TYPE SEGMENTATION %						
SOFT PACK	99.4%	99.4%	99.4%	99.4%	99.4%	98.2%
HARD PACK	0.6%	0.6%	0.6%	0.6%	0.6%	1.8%

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(THAILAND)

1985

1986

1987

1988

1989

1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	2	2
D) MAGAZINES	3	3	3	3	2	2
E) COUPONS	3	3	3	3	3	3
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	2	2
H) CINEMA	3	3	3	2	2	2
I) SAMPLING	2	2	2	3	3	3

CONSUMPTION OF OTHER TOBACCO PRODUCTS

PIPE TOBACCO (THOUSAND KILOS)	NA	NA	NA	NA	NA	NA
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ASIA 47

2500058695

LATIN AMERICA

V. LATIN AMERICA

ARGENTINA

BOLIVIA

BRAZIL

CHILE

COLOMBIA

COSTA RICA

DOMINICAN REPUBLIC

ECUADOR

EL SALVADOR

GUATEMALA

MEXICO

PANAMA

PUERTO RICO

URUGUAY

VENEZUELA

250058696

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ARGENTINA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	39.5	40.4	38.1	34.3	33.9	33.5
OF WHICH LOCAL MANUFACTURE:	39.5	40.4	38.1	34.3	33.9	33.5
POPULATION TOTAL (MILLIONS)	30.5	31.0	31.3	32.0	32.4	32.9
PER CAPITA CONSUMPTION	1,295	1,303	1,217	1,072	1,046	1,018
SMOKER INCIDENCE						
% OF TOTAL POPULATION	N/A	35	N/A	32	N/A	30
% OF FEMALE POPULATION	N/A	29	N/A	25	N/A	24
% OF MALE POPULATION	N/A	43	N/A	38	N/A	35
COMPANY SHARES %						
1) NOBLEZA-PICCARDO (BAT)	56.6	54.8	54.5	57.2	57.3	55.9
2) MASSALIN PARTICULARES (PM/REEMTSMA)	43.4	45.2	45.5	42.8	42.7	44.1

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LATIN AMERICA 1

(ARGENTINA)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DERBY	BAT	NOB-PIC	--	--	--	12.1	27.0	26.3
2) JOCKEY CLUB	BAT	NOB-PIC	29.7	28.9	30.4	25.8	17.6	16.9
3) MARLBORO	PMI	MASS-PART	7.1	9.6	10.7	8.9	10.2	12.1
4) LE MANS	PMI	MASS-PART	5.5	5.0	5.9	9.0	11.9	11.6
5) 43/70	BAT	NOB-PIC	12.1	11.2	10.3	8.5	6.5	6.6
6) PHILIP MORRIS	PMI	MASS-PART	--	0.6	1.7	2.4	2.1	3.6
7) CHESTERFIELD	PMI	MASS-PART	8.5	9.0	7.9	5.8	3.9	3.3
8) L & M	PMI	MASS-PART	6.1	5.9	5.5	4.0	3.4	3.0
9) PARISIENNES	SEITA	NOB-PIC	2.9	2.9	2.7	2.5	2.6	2.6
10) IMPARCIALES	PMI	MASS-PART	3.6	3.4	3.2	2.8	2.5	2.4
11) PARTICULARES	PMI	MASS-PART	3.2	2.8	2.6	2.3	2.1	2.0
12) PARLIAMENT	PMI	MASS-PART	2.5	2.9	3.0	2.0	1.9	1.7
13) CONWAY	BAT	NOB-PIC	3.4	3.6	3.4	3.4	1.3	1.6
14) COLORADO	PMI	MASS-PART	4.3	3.7	3.3	2.7	1.6	1.4
15) CAMEL	RJR	NOB-PIC	1.7	1.3	1.1	0.8	0.7	0.6
16) PALL MALL	BAT	NOB-PIC	1.4	1.1	0.9	0.7	0.6	0.5
17) COLT	BAT	NOB-NIC	3.4	3.3	3.5	2.1	0.5	0.4
OTHERS			4.6	4.8	3.9	4.5	3.6	3.4
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			100.0	100.0	100.0	100.0	100.0	100.0
FILTER MENTHOL			--	--	--	--	--	--
NON-FILTER			--	--	--	--	--	--
PRICE SEGMENTATION %								
PREMIUM	US\$ 1.16 plus		8.7	10.0	9.3	6.2	6.5	6.0
HIGH	US\$ 1.00 to 1.15		20.2	22.3	21.6	16.9	14.8	15.6
MEDIUM	US\$ 0.94 to 0.99		10.0	8.9	7.8	7.2	6.1	5.6
LOW	US\$ 0.89 to 0.93		36.8	34.9	38.0	35.5	28.2	29.1
ECONOMY	US\$ 0.83 to 0.88		24.3	23.9	23.3	34.2	44.4	43.7
TAR & NICOTINE SEGMENTATION %								
LOW TAR & LIGHTS			14.2	16.6	20.0	22.8	28.0	27.7
HIGH/FULL FLAVOR			85.8	83.4	80.0	77.2	72.0	72.3

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LATIN AMERICA 2

(ARGENTINA)	1985	1986	1987	1988	1989	1990
TOBACCO TYPE SEGMENTATION %						
BLOND:	77.2	78.9	80.5	83.5	86.0	86.1
MIXED	19.4	18.1	16.8	14.1	11.8	2.0
BLACK	3.4	3.0	2.7	2.4	2.2	11.9
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.4	0.3	0.2	0.1	---	--
80 MM TO 85 MM	79.5	80.0	81.5	84.0	85.2	85.9
100 MM	19.7	19.3	18.0	15.7	14.6	14.0
OVER 100 MM	0.4	0.4	0.3	0.2	0.2	0.1
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	6.4	5.6	6.7	11.9	12.2	10.3
20 CIGTS/PACK	93.6	94.4	93.3	88.1	87.8	89.7
PACK TYPE SEGMENTATION %						
SOFT PACK	96.4	95.6	95.6	97.1	96.3	96.5
FLIP TOP BOX	3.6	4.4	4.4	2.9	3.7	3.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	3	3	3	3
B) RADIO	1	1	3	3	3	3
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	3	3	3	3
I) SAMPLING	1	1	1	1	1	1

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LATIN AMERICA 3

(ARGENTINA)	1985	1986	1987	1988	1989	1990
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	NO	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
ROLL YOUR OWN (THOUSAND KILOS)	2,302	2,079	2,287	3,245	3,024	N/A

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BOLIVIA

	1985	1986	1987	1988	1989	1990		
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.5	0.842	0.881	0.936	1.00	0.97		
POPULATION TOTAL (MILLIONS)	6.4	6.5	6.7	6.7	7.1	7.1		
PER CAPITA CONSUMPTION	78	129	131	134	142	136.0		
COMPANY SHARES								
1) COMPANIA INDUSTRIAL DE TABACOS	83.5	100.0	100.0	100.0	100.0	100.0		
2) BOLIVIA AMERICAN TOBACCO	16.5	--	--	--	--	--		
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) L & M	PMI	CITSA	30.7	47.63	46.56	47.81	48.43	52.00
2) CASINO	CITSA	CITSA	28.3	19.30	19.93	18.80	17.87	17.67
3) ASTORIA	CITSA	CITSA	15.3	15.65	17.26	17.34	16.57	16.37
4) MARLBORO	PMI	CITSA	0.9	0.82	1.10	4.00	7.71	4.58
6) BIG BEN	PMI	CITSA	7.6	5.61	5.26	4.10	3.43	3.30
6) DERBY	CITSA	CITSA	7.4	3.90	2.97	2.47	2.06	3.19
7) COLORADO	PMI	CITSA	7.3	6.73	6.86	5.45	3.65	2.74
8) PACIFIC	CITSA	CITSA	1.5	0.09	--	--	--	
9) DUCAL	CITSA	CITSA	0.6	0.09	0.06	--	--	
10) CAMBA	CITSA	CITSA	0.2	0.17	--	--	0.24	0.15
11) OTHERS			0.2	--	--	--	0.04	0.00

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LATIN AMERICA 5

(BOLIVIA)	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	84.60	84.32	82.70	82.61	83.39	83.61
NON-FILTER	15.40	15.68	17.30	17.39	16.61	16.39
PRICE SEGMENTATION %						
PREMIUM	1.0	0.9	1.1	4.0	7.71	4.58
HIGH	30.8	47.6	46.5	47.8	55.51	58.04
MEDIUM	14.9	12.3	3.5	12.1	2.10	3.19
LOW	53.3	39.2	40.3	36.1	34.68	34.19
TAR & NICOTINE SEGMENTATION %						
HIGH/FULL FLAVOR	100.0	100.0	100.0	100.0	100.0	100.0
TOBACCO TYPE SEGMENTATION %						
BLOND	55.5	64.79	62.75	63.84	65.32	65.80
BLACK	44.5	35.21	37.25	36.16	34.68	34.20
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	--	--	----	--	--	--
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	100.0	100.0	100.0	96.94	92.2	94.2
FLIP TOP BOX	--	--	--	3.06	7.8	5.8
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

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LATIN AMERICA 6

(BOLIVIA)

1985

1986

1987

1988

1989

1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

YES

YES

YES

C) ADVERTISING

NO

NO

NO

YES

YES

YES

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

TAR BANDS PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

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LATIN AMERICA 7

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BRAZIL

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	146.0	168.8	161.2	157.5	162.2	163.6
POPULATION TOTAL (MILLIONS)	135.6	138.5	141.5	144.4	147.4	150.4
PER CAPITA CONSUMPTION	1,077	1,219	1,139	1,091	1,100	1,088
SMOKER INCIDENCE						
% OF TOTAL POPULATION	35.2	34.9	34.1	32.5	32.5	32.4
% OF FEMALE POPULATION	28.7	28.1	27.0	26.6	27.3	27.2
% OF MALE POPULATION	42.2	42.2	41.8	38.9	38.3	38.1
COMPANY SHARES						
1) BAT	81.1	83.0	81.4	79.7	80.0	82.1
2) PM	8.6	7.8	8.3	8.0	8.1	(15.2)
3) RJR	7.5	7.9	8.2	9.5	9.2	()
OTHERS	2.8	1.3	2.1	2.8	2.7	2.7

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LATIN AMERICA 8

(BRAZIL)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) BELMONT	C.C.S.C.	B.A.T.	21.0	17.1	18.3	19.8	19.7	18.9
2) HOLLYWOOD	C.C.S.C.	B.A.T.	24.0	30.7	25.9	20.5	18.8	16.9
3) PLAZA	C.C.S.C.	B.A.T.	11.6	10.7	12.3	14.0	13.4	15.3
4) FREE	C.C.S.C.	B.A.T.	2.5	3.5	5.3	6.4	7.3	9.2
5) CARLTON	B.A.T.	B.A.T.	3.2	5.3	6.1	5.5	5.8	6.2
6) MUSTANG	R.J.R.	R.J.R.	5.0	4.7	5.0	4.9	4.1	3.4
7) CONTINENTAL	C.C.S.C.	B.A.T.	4.3	4.2	3.9	3.2	2.5	2.4
8) MINISTER	C.C.S.C.	B.A.T.	4.8	4.0	3.4	2.6	2.2	1.8
9) MARLBORO	P.M.I.	P.M.	0.8	1.1	1.4	1.3	1.4	1.6
10) MISTURA FINA	P.M.I.	P.M.	2.1	2.0	2.4	2.3	1.8	1.5
11) MONTREAL	C.C.S.C.	B.A.T.	0.6	1.3	1.4	1.7	1.5	1.3
12) ELMO	C.C.S.C.	B.A.T.	1.9	1.4	1.0	1.1	0.9	1.1
13) GALAXY	P.M.I.	P.M.	1.7	1.7	1.6	1.2	1.0	0.9
14) MONTEREY	P.M.B.	P.M.	1.3	1.0	1.0	0.8	0.5	0.4
15) ARIZONA	C.C.S.C.	B.A.T.	3.0	1.7	1.0	0.6	0.3	0.2
OTHERS			12.2	9.6	10.0	14.1	--	18.9
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			96.2	97.4	98.2	98.2	98.5	98.5
FILTER MENTHOL			0.2	0.2	0.2	0.1	0.1	0.1
NON-FILTER			3.6	2.4	1.6	1.7	1.4	1.4
PRICE SEGMENTATION %								
PREMIUM			1.4	1.5	1.4	1.2	1.2	1.1
HIGH			38.2	46.7	41.8	34.2	32.7	30.7
MEDIUM			23.8	21.4	23.5	24.6	23.7	26.8
LOW			36.6	30.4	33.3	40.0	42.4	41.4

(BRAZIL)	1985	1986	1987	1988	1989	1990
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (0 - 6 mg.)	0.1	0.1	--	--	--	--
LOW (6 - 10 mg.)	4.6	4.1	5.6	6.4	7.2	9.5
MEDIUM (10 - 15 mg.)	9.9	59.4	54.2	49.0	49.6	50.5
HIGH/FULL FLAVOR (15 mg and over)	85.4	36.4	40.2	44.6	43.2	40.0
TOBACCO TYPE SEGMENTATION %						
BLOND	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	1.0	0.7	0.2	0.5	0.1	0.1
80 MM to 85 MM	93.0	92.0	92.2	91.0	89.1	87.9
90 MM	0.1	0.1	0.1	0.6	0.8	0.8
100 MM	6.0	7.3	7.6	8.5	10.8	11.2
OVER 100 MM	--	--	--	--	--	--
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	94.1	91.7	90.7	90.7	88.8	88.3
FLIP TOP BOX	5.9	8.3	9.3	9.3	11.2	11.7
PRINCESS PACK	--	--	--	--	--	--
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	3	3	3
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	3
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	1	1	1	3

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LATIN AMERICA 10

(BRAZIL)	1985	1986	1987	1988	1989	1990
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	NO	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)	173.4	177.1	180.9	184.8	N/A	N/A
PIPE TOBACCO (THOUSAND KILOS)	173.9	177.6	181.4	185.3	N/A	N/A
ROLL YOUR OWN (THOUSAND KILOS)	31,200.0	7,600.0	22,000.0	N/A	N/A	N/A

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CHILE

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION						
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	7.4	7.2	7.1	7.3	7.5	8.4
IMPORTED FROM: 1985 only RJR from Brazil 1.0% per year.						
POPULATION TOTAL (MILLIONS)	12.0	12.0	12.0	12.5	12.7	12.9
PER CAPITA CONSUMPTION	617	600	625	584	591	651
SMOKER INCIDENCE						
% OF TOTAL POPULATION	--	--	--	--	--	--
% OF FEMALE POPULATION	--	--	--	--	--	--
% OF MALE POPULATION	--	--	--	--	--	--
COMPANY SHARES						
1) PHILIP MORRIS (MANUF. FACIL)	4.0%	4.5%	4.1%	4.5%	4.2	3.5
2) BAT (C.C.T.)	95.0%	94.4%	94.9%	95.1%	95.4	96.5
3) RJR (COSUR)	1.0%	1.1%	1.0%	0.4%	0.4	--

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LATIN AMERICA 12

(CHILE)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1)DERBY	BAT	C.C.T.	30.3	26.4	23.6	23.5	21.8	19.6
2)ADVANCE	BAT	C.C.T.	18.0	21.3	23.2	23.2	21.3	20.5
3)HILTON	BAT	C.C.T.	9.2	8.1	9.0	9.0	10.6	9.7
4)BELMONT	BAT	C.C.T.	5.2	9.3	9.9	9.4	9.7	12.4
5)VICEROY	BAT	C.C.T.	5.7	6.8	8.8	9.9	8.3	9.1
6)RECORD	BAT	C.C.T.	10.2	7.6	8.0	8.0	7.5	4.0
7)KENT	BAT	C.C.T.	2.8	3.9	4.8	5.2	4.6	4.2
8)LIFE	BAT	C.C.T.	3.5	2.6	1.7	0.9	3.8	8.4
9)PALL MALL	BAT	C.C.T.	--	---	1.2	1.9	3.5	3.8
10)LUCKY STRIKE	BAT	C.C.T.	--	---	2.0	2.5	2.7	3.6
11)TURBO	FACIL	F.A.C.I.L.	--	0.5	1.5	0.9	1.3	0.6
12)WINDSOR	BAT	C.C.T.	--	---	1.1	1.0	1.1	1.0
13)BOND	PM	F.A.C.I.L.	2.3	1.5	1.1	1.0	1.0	1.1
14)MARLBORO	PM	F.A.C.I.L.	--	---	--	0.8	0.9	0.8
15)CHESTERFIELD	PM	F.A.C.I.L.	0.6	0.9	0.8	0.7	0.6	0.8
16)CASSINO	BAT	C.C.T.	--	---	0.7	0.4	0.2	0.2
OTHERS			11.4	8.9	2.6	1.7	1.1	0.2
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			97.1%	97.8%	98.5%	99.0%	99.0%	99.3
FILTER MENTHOL			0.3%	0.3%	0.2%	--	0.1%	--
NON-FILTER			2.6%	1.9%	1.2%	1.0%	0.9%	0.7
PRICE SEGMENTATION %								
PREMIUM (IMPORTED CIGS.)			6.2%	\$1.05-9.4%	9.4%	\$1.09-9.5%	\$1.00-4.8%	\$1.28-4.33%
HIGH			19.4%	\$.85-29.0%	18.7%	\$.97-7.3%	\$.81-21.2%	\$1.10-21.25%
MEDIUM			8.3%	\$.70-11.0%	25.4%	\$.84-38.5%	\$.79-49%	\$.89-50.50%
MEDIUM/LOW			53.0%	\$.56-42.0%	39.0%	\$.68-33.4%	\$.56-7.64%	\$.68-11.74%
LOW			13.1%	\$.48-9.0%	7.6%	\$.50-11.3%	\$.35-17.36%	\$.56-12.18%
TOBACCO TYPE SEGMENTATION %								
BLOND: VIRGINIA			--	--	--	--	--	--
PACK TYPE SEGMENTATION %								
SOFT PACK			96.4%	95.1%	92.3	91.7%	93.6%	93.2%
FLIP TOP BOX			3.6%	4.9%	7.7%	8.3%	6.4%	5.8%

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LATIN AMERICA 13

(CHILE)

1985 1986 1987 1988 1989 1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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LATIN AMERICA 14

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COLOMBIA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	21,590	19,972	18,100	17,002	15,727	14,736
OF WHICH LOCAL MANUFACTURE:	21,570	19,952	18,100	17,002	15,727	14,736
IMPORTED FROM: 1) U.S.A.	20	20	--	--	--	--
2) ECUADOR	--	--	--	--	--	--
POPULATION TOTAL (MILLIONS)	27.7	28.3	28.9	30.0	30.5	31.0
PER CAPITA CONSUMPTION	779	706	627	567	516	475
COMPANY SHARES						
1) CIA. COLOMBIANA DE TABACO (COL)	69.9	67.5	68.7	67.7	67.0	66.3
2) PROTABACO S.A. (PRO)	29.3	31.5	31.3	32.3	31.2	33.6
3) LA NACIONAL DE CIGARRILLOS (NAL)	0.7	--	--	--	--	--
4) PHILIP MORRIS (PM)	0.1	0.1	--	--	--	--
5) OTHER IMPORTS	--	--	--	--	--	--

2500058711

LATIN AMERICA 15

*Less than 0.1%

(COLOMBIA)	1985	1986	1987	1988	1989	1990
BRAND SHARES %						
BRAND NAME	PRO	17.6	20.3	18.2	17.0	16.3
1)PRESIDENT	COL	14.4	15.2	13.0	15.1	14.5
2)IMPERIAL SP	COL	13.5	17.8	13.7	13.5	14.2
3)ROYAL	COL	6.9	12.6	15.9	14.8	16.5
4)MUSTANG	PRO	13.5	17.8	13.7	13.5	14.2
5)DERBY	COL	14.4	15.9	13.7	13.5	12.7
6)PIELROJA REG	COL	21.3	19.7	20.5	15.6	14.0
7)HIDALGOS	COL	4.9	2.7	2.9	2.3	2.3
8)NACIONAL FIL	NAT	0.2	1.1	1.3	0.9	0.5
9)MONTECARLO FIL	PRO	1.9	1.1	1.0	0.7	0.7
10)IMPERIAL HB	COL	--	--	--	0.6	1.0
11)JOCKEY CLUB	COL	--	1.4	0.4	0.2	0.2
12)CAMPEON	COL	--	--	1.5	1.7	2.0
13)PIELROJA F.	COL	5.9	5.2	2.2	1.9	2.0
MARKET SEGMENTATION						
FILTER (NON-MENTHOL)		78.3	87.7	87.3	88.4	86.0
NON-FILTER		21.7	12.3	12.7	11.6	14.0
PRICE SEGMENTATION						
PREMIUM (US 0.85 AND UP)	0.1	--	--	--	--	--
HIGH (US 0.55 TO 0.70)	8.8	13.6	16.9	15.5	17.2	19.4
MEDIUM (US 0.40 TO 0.50)	42.3	49.7	41.7	46.5	16.1	45.1
LOW (US 0.29 TO 0.35)	27.1	23.8	28.5	25.7	31.7	2.7
ECONOMY (US 0.20 TO 0.25)	21.7	12.3	12.7	11.6	33.0	32.9
TAR & NICOTINE SEGMENTATION						
LOW (BELOW 15MG)	0.6	1.1	1.0	0.7	--	--
HIGH/FULL FLAVOR (ABOVE 15MG)	99.4	98.9	99.0	99.3	100.0	100.0

(COLOMBIA)	1985	1986	1987	1988	1989	1990
TOBACCO TYPE SEGMENTATION %						
BLOND: (LOCAL)	51.1	63.6	58.7	62.7	64.2	64.5
IMPORTED	0.1	--	--	--	--	--
MIXED	16.1	17.6	20.3	18.2	17.0	16.3
BLACK	32.7	18.8	21.0	19.1	18.8	19.2
LENGTH SEGMENTATION %						
70 MM AND SHORTER	21.7	19.7	20.5	15.6	14.0	14.6
80 MM TO 85 MM	78.3	87.7	87.3	88.4	86.0	85.4
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	8.4	9.3	7.6	8.4	8.0	--
16 TO 19 CIGTS/PACK	21.7	12.3	12.7	11.6	14.0	14.6
20 CIGTS/PACK	69.9	71.0	71.9	76.0	78.0	85.4
PACK TYPE SEGMENTATION %						
SOFT PACK	91.2	86.4	83.1	84.4	80.0	80.6
FLIP TOP BOX	8.8	13.6	16.9	15.6	20.0	19.4

2500058713

LATIN AMERICA 17

(COLOMBIA)

1985 1986 1987 1988 1989 1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	(1)	(1)	(1)	(1)	(1)	(1)

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

(1) WARNING ON T.V. ADVERTISING ONLY.

2500058714

LATIN AMERICA 18

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: COSTA RICA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.4	2.2	2.3	2.1	2.0	2.1
POPULATION TOTAL (MILLIONS)	2.6	2.7	2.7	2.8	2.9	3.0
PER CAPITA CONSUMPTION	923	815	821	757	696	703
SMOKER INCIDENCE						
% OF TOTAL POPULATION	--	22.6	--	--	20.1	--
% OF FEMALE POPULATION	--	10.1	--	--	10.2	--
% OF MALE POPULATION	--	33.2	--	--	29.5	--
COMPANY SHARES						
1)REPUBLIC TOBACCO CO.	72.3	72.9	72.5	72.5	72.5	71.7
2)TABACALERA COSTARRICENSE, S.A.	27.7	27.1	27.5	27.5	27.5	28.3

2500058715

(COSTA RICA)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DELTA	B.A.T.	R.T.CO.	47.9	50.1	50.7	51.1	53.7	54.5
2) DERBY	B.A.T.	T.C.S.A.	17.0	19.1	20.6	20.9	21.6	22.5
3) TICOS	B.A.T.	R.T.CO.	8.2	8.0	7.1	6.4	5.7	5.9
4) MARLBORO	P.M.	T.C.S.A.	3.0	2.8	3.1	3.3	3.6	4.2
5) REX	B.A.T.	R.T.CO.	5.1	4.6	4.5	4.1	3.9	3.8
6) CAPRI	B.A.T.	R.T.CO.	5.1	4.8	4.3	3.8	3.4	3.0
7) EMU	B.A.T.	R.T.CO.	0.5	0.4	1.6	2.3	1.8	1.5
8) LUCKY STRIKE	B.A.T.	R.T.CO.	--	--	--	--	--	0.8
9) VICEROY	B.A.T.	R.T.CO.	1.0	0.9	0.9	0.8	0.7	0.6
10) KOOL	B.A.T.	R.T.CO.	0.4	0.5	0.5	0.6	0.5	0.6
11) TEMPO	B.A.T.	R.T.CO.	--	--	--	--	0.7	0.4
12) MONTEREY	B.A.T.	T.C.S.A.	1.1	0.9	0.8	0.6	0.5	0.4
13) BELMONT	B.A.T.	R.T.CO.	0.8	0.7	0.6	0.5	0.4	0.3
14) WEST	REEMSTMA	T.C.S.A.	1.8	1.1	0.6	0.4	0.2	0.2
15) SAVOY	B.A.T.	T.C.S.A.	0.5	0.4	0.3	0.2	0.2	0.2
16) ROYAL	B.A.T.	T.C.S.A.	0.6	0.4	0.3	0.3	0.2	0.1
17) FORTUNA	B.A.T.	T.C.S.A.	0.4	0.3	0.2	0.1	0.1	0.1
18) HILTON	B.A.T.	T.C.S.A.	--	--	--	0.5	0.3	0.1
19) TICOS (S/F)	B.A.T.	R.T.CO.	0.6	0.5	0.4	0.3	0.3	0.3
20) OTHERS			6.7	5.2	3.8	3.3	2.6	0.8
MARKET SEGMENTATION%								
FILTER (NON-MENTHOL)			96.9	97.1	97.3	96.7	96.7	97.2
FILTER MENTHOL			1.4	1.4	1.4	2.2	2.3	2.0
NON-FILTER			1.7	1.5	1.3	1.1	1.0	0.8
PRICE SEGMENTATION %								
PREMIUM A			4.8	4.1	--	--	--	--
PREMIUM B			6.2	6.3	10.2	9.7	9.4	9.6
HIGH			23.4	24.7	26.6	28.0	27.5	28.2
MEDIUM A			53.9	54.0	53.7	53.9	55.7	55.8
MEDIUM B			10.0	9.0	8.2	7.3	6.4	5.6
LOW			1.7	1.9	1.3	1.1	1.0	0.8

(COSTA RICA)	1985	1986	1987	1988	1989	1990
TOBACCO TYPE SEGMENTATION %						
BLACK						
BLOND	100.0	100.0	100.0	100.0	100.0	100.0
MIXED						
LENGTH SEGMENTATION %						
70 MM AND SHORTER	1.7	1.5	1.3	1.1	1.0	0.8
80 MM TO 85 MM	98.3	98.5	98.7	98.1	98.3	98.8
95 MM	--	--	--	--	--	0.4
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	76.9	76.4	75.0	73.8	73.2	71.4
FLIP TOP BOX	23.1	23.6	25.0	26.2	26.8	28.6
TAR & NICOTINE SEGMENTATION %						
FULL FLAVOR	97.2	97.2	97.0	96.5	96.4	96.3
LOW	2.8	2.8	3.0	3.5	3.6	3.7
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	3	3	3	3	3	3
C) NEWSPAPERS	1	1	3	3	3	3
D) MAGAZINES	--	--	3	3	3	3
E) COUPONS	--	--	2	2	2	2
F) POINT OF SALE	--	--	3	3	3	3
G) BILLBOARDS	--	--	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	1	1	3	3	3	3

2500058717

LATIN AMERICA 21

(COSTA RICA)

1985

1986

1987

1988

1989

1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

250058718

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: DOMINICAN REPUBLIC

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,728	4,057	4,466	4,462	4,570	4,405
POPULATION TOTAL (MILLIONS)	6.0	6.1	6.2	6.4	6.5	6.6
PER CAPITA CONSUMPTION	621	665	720	697	703	667
SMOKER INCIDENCE						
% OF TOTAL POPULATION	19.3	18.7	18.2	18.0	18.0	18.0
% OF FEMALE POPULATION	19.6	19.4	19.3	19.0	19.1	19.0
% OF MALE POPULATION	19.0	18.9	18.7	18.5	18.4	18.4
COMPANY SHARES						
1) E. LEON JIMENES, C. POR A. (PM)	61.1	64.2	65.1	69.9	70.7	73.1
2) COMPANIA ANOMINA TABACALERA	38.9	35.8	34.9	30.1	29.3	26.9
BRAND FAMILY SHARES %						
	TRADEMARK					
BRAND NAME	OWNERSHIP	MANUFACTURER				
1) MARLBORO	PM	ELJ	38.6	44.4	45.1	49.3
2) NACIONAL	ELJ	ELJ	18.67	17.1	16.6	18.3
3) MONTECARLO	CAT	CAT	27.8	26.1	26.4	22.2
4) CREMAS	CAT	CAT	4.9	4.1	3.0	2.7
5) CASINO	CAT	CAT	3.0	2.4	2.0	2.0
						2.5
						1.6

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(DOMINICAN REPUBLIC)	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION						
FILTER (NON-MENTHOL)	88.4	89.4	89.2	90.8	90.0	90.2
FILTER MENTHOL	5.3	5.0	5.7	6.5	6.5	7.2
NON-FILTER	6.3	5.6	5.1	2.7	3.5	2.6
PRICE SEGMENTATION						
HIGH US\$0.90 12/82	69.3	72.4	74.8	75.0	73.8	69.8
MEDIUM 0.70 12/82	19.0	17.3	16.9	18.3	20.2	26.0
LOW 0.40 12/82	11.7	10.3	8.3	6.7	6.0	4.2
TAR & NICOTINE SEGMENTATION						
LOW	3.0	4.9	6.0	6.5	7.1	7.1
HIGH/FULL FLAVOR	97.0	95.1	94.0	93.5	92.9	92.9
TOBACCO TYPE SEGMENTATION						
BLOND (AMERICAN)	88.3	89.7	91.7	93.3	94.0	95.8
BLACK	11.7	10.3	8.3	6.7	6.0	4.2
LENGTH SEGMENTATION						
70 MM AND SHORTER	0.1	0.1	0.1	--	--	0.1
80 MM TO 85 MM	99.9	99.9	99.9	100.0	100.0	99.9
PACK COUNT SEGMENTATION						
UP TO 10 CIGTS/PACK	74.9	75.7	76.0	74.5	76.0	76.0
20 CIGTS/PACK	25.1	24.3	24.0	25.5	24.0	24.0
PACK TYPE SEGMENTATION						
SOFT PACK	87.8	86.9	87.0	86.3	85.5	85.5
FLIP TOP BOX	12.2	13.1	13.0	13.7	14.5	14.5

2500058720

(DOMINICAN REPUBLIC)

1985 1986 1987 1988 1989 1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058721

LATIN AMERICA 25

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ECUADOR

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3804	3786	3604	3076	3069	3045
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%	100%
POPULATION TOTAL (MILLIONS)*	9.3	9.7	9.9	10.2	10.5	10.8
PER CAPITA CONSUMPTION	407	392	363	302	292	28.2
SMOKER INCIDENCE						
% OF TOTAL POPULATION	--	35.2	34.1	34.0	33.1	33.1
% OF FEMALE POPULATION	--	17.7	17.2	17.3	12.0	12.0
% OF MALE POPULATION	--	50.0	51.5	51.9	55.5	55.5
COMPANY SHARES						
1) PROESA	72.2	78.9	80.9	81.3	80.1	79.5
2) EL PROGRESO	27.8	21.1	19.1	18.7	19.9	20.5

*Ref: MARKOP

2500058722

(ECUADOR)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER					
1) LARK	PMI	TANASA	32.5	37.2	39.1	40.1	36.1	35.4
2) LIDER	PMI	TANASA	25.7	27.8	30.1	29.0	31.3	31.8
3) FULL SPEED	EL PROG.	EL PROGRESO	14.2	12.7	11.8	13.1	15.9	17.3
4) MARLBORO	PMI	TANASA	9.8	9.3	8.9	10.4	9.2	9.3
5) SUPERIOR	PMI	TANASA	--	1.5	0.8	0.6	3.0	2.7
6) DORAL	EL PROG.	EL PROGRESO	10.4	6.0	4.4	2.9	2.1	1.2
7) KING	EL PROG.	EL PROGRESO	1.9	1.6	1.5	1.5	1.1	1.1
8) SALEM	RJR	EL PROGRESO	0.6	0.6	0.7	0.9	0.8	0.8
9) CHESTERFIELD	PMI	TANASA	1.0	0.9	0.9	0.5	0.5	0.4
10) TEMPO	EL PROG.	EL PROGRESO	--	--	0.7	0.4	--	--
11) WEST	REEMTSMA	TANASA	1.1	0.7	0.7	0.3	--	--
12) BARONET	PMI	TANASA	1.3	1.0	0.5	0.3	--	--
13) MAPLETON	PMI	TANASA	0.7	0.4	0.1	0.0	--	--
OTHERS			0.8	0.3	0.1	0.04	--	--
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)	REGULAR		15.9	14.5	12.6	13.9	14.7	15.7
FILTER MENTHOL			1.0	0.9	0.9	0.9	1.7	0.8
NON-FILTER			13.0	13.0	12.0	12.8	14.2	15.2
FILTER CHARCOAL			70.1	71.6	74.5	72.4	70.4	68.4
PRICE SEGMENTATION %								
	OFFICIAL RATE	FREE RATE						
PREMIUM	0.69	0.49	44.6	48.5	49.8	52.0	46.6	45.9
HIGH	0.64	0.45	36.2	33.9	35.2	32.3	33.4	33.0
MEDIUM	0.59	0.41	3.8	2.4	1.2	0.8	--	--
LOW	0.46	0.32	1.2	1.1	1.2	1.2	1.1	1.1
ECONOMY	0.22	0.18	14.2	14.1	12.6	13.7	18.9	20.0
OFFICIAL RATE	449.00							
FREE RATE	525.00							
TAR & NICOTINE SEGMENTATION %								
MEDIUM			38.4	36.3	37.6	35.0	36.2	36.2
HIGH/FULL FLAVOR			61.6	63.7	62.4	65.0	63.8	63.8
TOBACCO TYPE SEGMENTATION %								
BLOND: AMERICAN			85.8	85.9	87.4	86.3	81.1	80.0
BLACK			14.2	14.1	12.6	13.7	18.9	20.0

250005872

(ECUADOR)	1985	1986	1987	1988	1989	1990
LENGTH SEGMENTATION %						
70 MM AND SHORTER	13.0	13.0	12.0	12.2	13.1	15.2
80 MM to 85 MM	87.0	87.0	88.0	87.8	86.9	84.8
PACK COUNT SEGMENTATION %						
10 CIGTS/PACK	3.8	3.4	3.5	3.6	2.5	3.3
20 CIGTS/PACK	95.5	96.4	96.5	96.4	97.5	96.7
18 CIGTS/PACK	0.7	0.2	--	--	--	--
PACK TYPE SEGMENTATION %						
SOFT PACK	22.6	20.2	17.5	16.94	14.4	18.4
FLIP TOP BOX	77.4	79.8	82.5	83.06	85.6	81.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	3	3	3	3	1	1
I) SAMPLING	1	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING (PRINTED)	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING (PRINTED)	YES	YES	YES	YES	YES	YES

2500058724

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EL SALVADOR

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,947	1,893	1,930	1,876	1,407	1,559
POPULATION TOTAL (MILLIONS)	4.8	4.8	4.9	5.2	5.3	4.5
PER CAPITA CONSUMPTION	406	394	394	361	265	300
SMOKER INCIDENCE						
% of TOTAL POPULATION	22.0	22.0	20.2	22.4	20.5	21.4
% OF FEMALE POPULATION	4.6	4.8	3.9	5.6	4.7	7.4
% of MALE POPULATION	37.5	37.5	35.2	37.8	36.5	35.4
COMPANY SHARES						
1)CIGARRERIA MORAZAN, S.A. DE C.V. (BAT)	86.0	82.4	75.1	78.4	73.7	74.5
2)TABACALERA DE EL SALVADOR, S.A. DE C.V. (PM)	14.0	17.6	20.9	21.6	26.3	25.5

(EL SALVADOR)

1985 1986 1987 1988 1989 1990

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) DELTA	B.A.T.	MORAZAN	60.2	58.9	57.8	57.4	57.3	58.6
2) DIPLOMAT	P.M.I.	TASASA	5.3	8.3	10.8	12.3	15.6	14.8
3) CASINO	B.A.T.	MORAZAN	13.0	13.1	10.6	10.0	8.3	7.2
4) MARLBORO	P.M.I.	TASASA	4.4	4.8	4.9	4.8	6.0	6.0
5) BARONET	P.M.I.	TASASA	3.1	3.8	4.5	4.0	3.7	2.5
6) REX	B.A.T.	MORAZAN	4.8	4.1	4.0	3.9	2.8	2.5
7) IMPERIAL	B.A.T.	MORAZAN	--	--	--	--	--	1.9
8) YORK	B.A.T.	MORAZAN	1.4	1.1	1.9	3.6	2.7	1.8
9) WINDSOR	B.A.T.	MORAZAN	2.7	2.3	2.3	2.0	1.5	1.3
10) MASTER	P.M.I.	TASASA	--	--	--	--	--	1.2
11) LIDER	P.M.I.	TASASA	--	--	--	--	0.8	0.5
12) VICEROY	B.A.T.	MORAZAN	1.0	0.7	0.7	0.5	0.5	0.5
13) L&M KS (Med-Hig. Seg)	P.M.I.	TASASA	--	--	--	--	--	0.4
14) KOOL	B.A.T.	MORAZAN	--	--	--	--	--	0.3
15) POLAR	B.A.T.	MORAZAN	2.1	1.7	1.4	0.8	0.4	0.3
16) CARIBE	P.M.I.	TASASA	0.6	0.4	0.3	0.3	0.3	0.1
17) FIESTA	B.A.T.	MORAZAN	0.3	0.2	0.1	0.1	0.1	0.1

MARKET SEGMENTATION%

FILTER (NON-MENTHOL)	97.1	94.8	92.6	91.8	90.6	91.3
FILTER MENTHOL	2.8	5.1	7.3	7.9	9.4	8.7
NON-FILTER	0.1	0.1	0.1	0.0	0.0	0.0

TAR & NICOTINE SEGMENTATION%

HIGH/FULL FLAVOR	95.2	95.2	95.4	96.1	96.2	96.8
------------------	------	------	------	------	------	------

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN	100	100	100	100	100	100
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(EL SALVADOR)	1985	1986	1987	1988	1989	1990
LENGTH SEGMENTATION %						
70 MM AND SHORTER	0.8	0.5	0.4	0.4	0.4	0.2
80 MM TO 85 MM	91.8	89.6	86.3	83.0	74.8	76.5
100 MM	7.3	9.9	13.3	16.6	24.8	23.8
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100.0	100.0	100.0	100.0	100.0	100.0
PACK TYPE SEGMENTATION %						
SOFT PACK	96.1	95.8	95.5	95.8	94.5	93.5
FLIP TOP BOX	3.9	4.2	4.5	4.2	5.5	6.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

(EL SALVADOR)

1985

1986

1987

1988

1989

1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS

YES

YES

YES

YES

YES

YES

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

SPECIFIC T&N NUMBERS ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

TAR BAND PRINTED ON:

A) PACKS

NO

NO

NO

NO

NO

NO

B) CARTONS

NO

NO

NO

NO

NO

NO

C) ADVERTISING

NO

NO

NO

NO

NO

NO

2500058728

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GUATEMALA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	1,878	1,804	1,998	1,933	1,927	1,804
POPULATION TOTAL (MILLIONS)	8.0	8.3	9.4	9.2	9.3	9.4
PER CAPITA CONSUMPTION	235	217	213	210	207	192
COMPANY SHARES						
1) TACASA (PMI)	47.9	45.1	48.7	51.1	49.8	51.6
2) TNSA (BAT)	52.1	54.9	51.3	48.9	50.2	48.4
BRAND FAMILY SHARES %						
	TRADEMARK					
BRAND NAME	OWNERSHIP	MANUFACTURER				
1) RUBIOS	PMI	TACASA	40.8	39.5	41.4	43.0
2) CASINO	BAT	TNSA	16.9	18.8	17.4	16.1
3) BELMONT	BAT	TNSA	20.3	18.0	18.9	20.3
4) IMPERIAL	BAT	TNSA	--	--	--	1.2
5) MARLBORO	PMI	TACASA	2.6	2.3	2.8	3.2
6) RECORD	BAT	TNSA	5.1	5.2	4.2	3.5
7) HILTON	BAT	TNSA	2.0	6.0	5.0	3.9
8) PAYASOS	BAT	TNSA	2.7	2.8	2.4	2.1
9) DERBY	PMI	TACASA	--	--	--	3.1
10) DIPLOMAT	PMI	TACASA	1.7	1.3	1.4	1.8
11) PLAZA	BAT	TNSA	2.6	2.1	1.6	1.4
12) VICEROY	BAT	TNSA	0.7	0.6	0.5	0.5
13) CLUB	PMI	TACASA	--	--	--	0.4
14) ALAS	BAT	TNSA	0.3	0.3	0.3	0.2
15) WEST	REEMTSMA	TACASA	0.2	--	--	--
16) VICTOR	BAT	TNSA	0.4	0.1	--	--
OTHERS	BAT		3.7	3.0	4.1	0.9
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)			90.3	88.5	88.0	86.7
FILTER MENTHOL			7.0	8.7	9.6	11.2
NON-FILTER			2.7	2.8	2.4	2.1

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LATIN AMERICA 33

(GUATEMALA)	1985	1986	1987	1988	1989	1990
PRICE SEGMENTATION % *						
HIGH \$0.90	3.3	2.8	3.3	3.8	4.1	3.7
MED-HIGH 0.68	28.5	24.2	23.2	24.3	24.4	18.1
MEDIUM 0.59	53.8	56.8	57.7	58.6	59.9	67.9
MED-LOW 0.48	11.7	13.4	13.4	11.2	9.5	8.2
LOW 0.36	2.7	2.8	2.4	2.1	2.1	2.1
TAR & NICOTINE SEGMENTATION %						
LOW	2.0	2.3	2.5	2.8	3.2	2.6
HIGH/FULL FLAVOR	98.0	97.7	97.5	97.2	96.8	97.4
TOBACCO TYPE SEGMENTATION %						
BLACK	2.7	2.8	2.4	2.1	2.1	2.1
BLOND	97.3	97.2	97.6	97.9	97.9	97.9
LENGTH SEGMENTATION %						
70 MM AND SHORTER	14.7	16.4	16.0	13.5	11.7	10.4
80 MM to 85 MM	81.6	76.3	74.9	77.8	80.4	84.0
90 MM TO 99 MM	2.0	6.0	7.7	6.9	6.0	4.1
OVER 100 MM	1.7	1.3	1.4	1.8	1.9	1.5
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100%	100%	100%	100%	100%	95.1
10 CIGTS/PACK	--	--	--	--	--	4.9
PACK TYPE SEGMENTATION %						
SOFT PACK	96.4	96.5	96.3	94.5	94.7	95.4
FLIP TOP BOX	3.6	3.5	3.7	5.5	5.3	4.6

*PRICE PER 20'S PACK IN U.S. DOLLARS.

(GUATEMALA)

1985 1986 1987 1988 1989 1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MEXICO

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	54.4	46.3	50.6	46.4	51.3	52.5
OF WHICH LOCAL MANUFACTURE:	100.0	100.0	100.0	100.0	100.0	100.0
POPULATION TOTAL (MILLIONS)	78.3	80.0	81.9	83.3	84.6	81.2
PER CAPITA CONSUMPTION	695	579	618	557	606	646
SMOKER INCIDENCE						
% OF TOTAL POPULATION (16%)	41.1	34.5	38.0	36.9	35.6	36.2
% OF FEMALE POPULATION	12	10	11	11	11	11
% OF MALE POPULATION	33	27	31	31	29	30
COMPANY SHARES						
1) MODERNA	64.2	60.9	60.1	59.6	59.1	58.0
2) CIGATAM	35.8	39.1	39.9	40.4	40.9	42.0

8.3 8.2
8.4.1 9.7.
19.54 28.1

(MEXICO)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
2) MARLBORO	PM	CIGATAM	14.5	16.5	14.7	16.0	20.5	24.7
1) RALEIGH	MODERNA	MODERNA	28.1	24.2	21.4	21.1	23.0	24.7
3) FIESTA	MODERNA	MODERNA	20.5	18.9	15.4	13.6	12.8	11.7
4) MONTANA	MODERNA	MODERNA	-	2.0	5.7	8.0	8.9	8.5
5) DELICADOS	CIGATAM	CIGATAM	7.3	8.6	10.1	9.9	8.4	7.2
6) ALAS	MODERNA	MODERNA	5.9	6.6	7.6	7.4	6.1	5.4
7) FAROS	CIGATAM	CIGATAM	3.5	4.0	5.4	5.7	4.4	3.8
8) BARONET	CIGATAM	CIGATAM	6.7	5.8	4.5	3.1	2.9	2.4
9) BENSON&HEDGES	PM	CIGATAM	0.8	1.2	1.1	1.4	2.0	2.2
10) VICEROY	MODERNA	MODERNA	2.9	2.5	2.0	1.9	1.8	1.9
11) KENT	MODERNA	MODERNA	-	-	-	0.9	0.9	1.0
12) DEL PRADO	MODERNA	MODERNA	2.4	1.9	1.7	1.6	1.2	0.9
13) GRATOS	MODERNA	MODERNA	-	-	-	0.9	1.0	0.9
14) SALEM	RJR	MODERNA	0.5	0.2	0.4	0.5	0.6	0.8
15) DALTON	CIGATAM	CIGATAM	-	-	1.7	2.8	1.5	0.8
16) ARGENTINOS	MODERNA	MODERNA	1.0	1.0	1.0	0.9	0.7	0.6
17) BOHEMIOS	MODERNA	MODERNA	-	-	1.2	0.9	0.4	0.3
OTHERS			4.7	5.5	5.2	3.4	2.9	2.2
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			79.6	76.1	70.0	71.4	75.0	77.9
FILTER MENTHOL			1.8	1.0	1.1	1.3	1.6	1.9
NON-FILTER			18.6	22.1	28.0	26.2	22.3	19.1
NON FILTER MENTHOL			-	0.8	0.9	1.1	1.1	1.1
PRICE SEGMENTATION %								
HIGH			50.3	48.6	42.3	42.8	49.9	56.1
MEDIUM			31.2	29.4	29.8	29.9	27.8	24.9
LOW			18.5	22.0	27.9	27.3	22.3	19.0

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(MEXICO)	1985	1986	1987	1988	1989	1990
TAR & NICOTINE SEGMENTATION %						
LOW (9.0 - 12mg. tar)	3.5	3.6	3.2	3.4	4.0	5.0
MEDIUM (13.0 - 15mg. tar)	7.4	6.9	7.1	6.5	4.4	3.4
HIGH/FULL FLAVOR (15.0 - 20mg. tar)	89.1	89.5	89.7	90.1	91.6	91.6
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	48.7	47.2	41.0	42.3	49.9	55.9
MIXED	30.5	29.4	30.3	30.0	27.7	25.0
BLACK	20.8	23.4	28.7	27.7	22.4	19.1
LENGTH SEGMENTATION %						
70 MM AND SHORTER	34.7	31.9	30.8	29.5	29.7	30.5
71 MM TO 79 MM	12.6	14.8	18.8	19.5	15.8	13.3
80 MM to 85 MM	51.7	52.0	49.3	49.6	52.8	54.2
100MM	1.0	1.3	1.1	1.4	1.7	2.0
PACK COUNT SEGMENTATION %						
11 TO 15 CIGTS/PACK	3.5	4.0	7.1	8.1	5.9	4.5
16 TO 19 CIGTS/PACK	9.0	10.8	14.6	14.3	11.2	9.6
20 CIGTS/PACK	87.5	85.2	78.3	77.6	82.9	85.9
PACK TYPE SEGMENTATION %						
FLIP TOP BOX	14.5	17.1	23.0	26.6	29.7	31.8
SOFT PACK	85.5	82.9	77.0	73.4	70.3	68.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	3	3	3	3	3	3
B) RADIO	1	3	3	3	3	3
C) NEWSPAPERS	3	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3	3
E) COUPONS	2	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	3	3	3	3	3	3
I) SAMPLING	3	1	1	1	1	1

(MEXICO)

1985 1986 1987 1988 1989 1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO

2500058735

LATIN AMERICA 39

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PANAMA

	1985	1986	1987	1988	1989	1990		
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	875.3	832.1	809.7	671.4	618.4	775.2		
POPULATION TOTAL (MILLIONS)	2,043	2,093	2,146	2,199	2,254	2,315		
PER CAPITA CONSUMPTION	429	398	377	305	274	335		
SMOKER INCIDENCE								
% OF TOTAL POPULATION	--	27	NA	NA	NA	19		
% OF FEMALE POPULATION	--	24	NA	NA	NA	7		
% OF MALE POPULATION	--	76	NA	NA	NA	32		
COMPANY SHARES								
1) TISA (BAT)	61.5	59.8	60.4	60.4	63.5	64.1		
2) TABACAL (PMI)	38.5	40.2	39.6	39.6	36.5	35.9		
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) VICEROY	BAT	TISA	32.9	33.1	33.8	32.9	32.7	31.8
2) MARLBORO	PMI	TABACAL	19.4	21.1	21.6	21.4	19.3	20.1
3) KOOL	BAT	TISA	13.3	13.0	13.1	13.0	13.7	14.6
4) MENTOLADOS	TABACAL	TABACAL	8.4	8.3	8.1	8.5	8.4	7.5
5) LUCKY STRIKE	BAT	TISA	1.0	1.3	1.8	3.0	5.0	7.2
6) RECORD	BAT	TISA	3.8	3.8	3.9	4.2	4.7	3.9
7) BELMONT	BAT	TISA	5.3	4.4	4.0	3.7	3.6	2.6
8) WEST	REEMTSMA	TABACAL	2.8	3.5	3.7	3.6	3.5	3.1
9) IMPERIAL	BAT	TISA	3.6	3.1	3.0	3.1	3.3	3.0
10) MERIT	PMI	TABACAL	1.7	1.9	1.9	2.0	1.8	1.6
11) MONTEREY	TABACAL	TABACAL	2.1	1.9	1.6	1.5	1.3	1.1
12) L&M	PMI	TABACAL	-	-	-	-	-	0.7
13) NACIONAL	TABACAL	TABACAL	1.1	1.0	0.8	0.8	0.6	0.6
14) PARLIAMENT	PMI	TABACAL	0.8	0.7	0.6	0.6	0.5	0.4
OTHERS			4.8	4.2	3.9	4.7	6.6	1.8

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(PANAMA)	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	71.7	75.2	75.4	74.8	74.1	74.8
FILTER MENTHOL	28.3	24.8	24.6	25.2	25.9	25.2
PLAIN	--	--	--	--	--	--
PRICE SEGMENTATION %						
PREMIUM	0.2	--	0.2	0.2	0.2	0.2
HIGH	69.8	71.3	71.6	70.3	68.4	68.7
MEDIUM	14.8	13.7	13.0	13.0	12.7	10.7
LOW	15.2	15.0	15.2	16.5	18.7	20.4
TAR & NICOTINE SEGMENTATION %						
LOW (8.0-11.5mg. tar)	2.6	3.0	3.6	4.2	4.3	4.4
HIGH/FULL FLAVOR (15.0-17.0mg. tar)	97.4	97.0	96.4	95.8	95.7	95.6
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	100.0	100.0	100.0	100.0	100.0	100.0
LENGTH SEGMENTATION %						
80 mm to 85 MM	99.8	99.8	99.8	99.8	99.8	99.8
100 MM	0.2	0.2	0.2	0.2	0.2	0.2
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	51.4	53.6	55.4	57.8	59.7	58.7
20 CIGTS/PACK	48.6	46.4	44.6	42.2	40.3	41.3
PACK TYPE SEGMENTATION						
SOFT PACK	86.6	86.8	86.7	87.0	87.3	83.4
FLIP TOP BOX	13.4	13.2	13.3	13.0	12.7	16.1

2500058737

LATIN AMERICA 41

(PANAMA)

1985

1986

1987

1988

1989

1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

8E7890009Z

LATIN AMERICA 42

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PUERTO RICO

	1985	1986	1987	1988	1989	1990		
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,133	2,996	3,301	3,188	3,082.6	2,924		
LOCAL MANUFACTURE	*2,570	*2,485	*2724	2538	2379	2114		
IMPORTED FROM USA	*563	*511	*577	608	599.6	706		
IMPORTED FROM GUATEMALA	--	--	--	42	104	104		
POPULATION TOTAL (MILLIONS)	*3.2	*3.2	3.3	3.3	3.3	3.3		
PER CAPITA CONSUMPTION	979	936	1000	966	934	885		
SMOKER INCIDENCE								
% OF TOTAL POPULATION	*22.1	*22.1	*22.1	*22.1	N/A	42.5		
% OF FEMALE POPULATION	*12.0	*12.0	*12.0	*12.0	N/A	39.8		
% OF MALE POPULATION	*31.0	*31.0	*31.0	*31.0	N/A	45.5		
COMPANY SHARES								
1) RJR	*76.6	*75.8	*74.1	79.6	77.2	72.3		
2) P.M.	11.9	13.0	12.2	13.1	12.6	16.3		
OTHERS	*11.5	*11.2	*13.7	7.3	10.2	11.4		
BRAND FAMILY SHARES %								
	TRADEMARK							
BRAND NAME	OWNERSHIP	MANUFACTURER						
1) WINSTON	RJR	RJR	*63.3	*62.8	*62.6	70.4	68.6	63.4
2) MARLBORO	PM	PM	4.8	5.5	5.3	6.0	5.8	8.1
3) SALEM	RJR	RJR	*11.8	*10.8	*9.6	8.5	8.0	8.0
4) MERIT	PM	PM	5.0	5.4	5.0	5.1	4.9	5.9
OTHERS			*15.1	*15.5	*17.5	10.0	12.7	14.6

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LATIN AMERICA 43

(PUERTO RICO)	1985	1986	1987	1988	1989	1990
MARKET SEGMENTATION %						
FILTER (NON-MENTHOL)	*85.0	*85.0	*85.0	85.4	84.6	83.3
FILTER MENTHOL	*14.0	*14.0	*14.0	14.4	15.2	16.5
NON-FILTER	*1.0	*1.0	*1.0	0.2	0.2	0.2
TAR & NICOTINE SEGMENTATION %						
LOW	*13.0	*13.0	*13.0	6.4	6.4	8.0
FULL FLAVOR	*87.0	*87.0	*87.0	93.6	93.6	92.0
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	*100.0	*100.0	*100.0	*100.0	*100.0	100.0
LENGTH SEGMENTATION %						
70 MM AND SHORTER	*1.0	*1.0	*1.0	*1.0	*1.0	0.2
80 MM to 85 MM	*97.0	*97.0	*97.0	*97.0	*97.0	97.2
100 MM	*2.0	*2.0	*2.0	*2.0	*2.0	2.6
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	*15.0	*14.6	*14.4	*14.2	*14.2	14.0
20 CIGTS/PACK	*85.0	*84.5	*84.3	*84.2	*84.6	81.1
14 CIGTS/PACK	0.2	0.5	0.7	0.9	1.2	4.9
PACK TYPE SEGMENTATION %						
SOFT PACK	*23.0	*23.0	*23.0	7.0	7.0	7.0
FLIP TOP BOX	*77.0	*77.0	*77.0	93.0	93.0	93.0

(PUERTO RICO)

1985

1986

1987

1988

1989

1990

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3	3
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	NO	YES	YES	YES	YES

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

2500058741

LATIN AMERICA 45

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: URUGUAY

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,807.1	2,789.2	3,136.9	3,201.8	3,308.3	3,145.1
POPULATION TOTAL (MILLIONS)	3.00	3.00	3.00	3.00	3.00	3.00
PER CAPITA CONSUMPTION	940	930	1,045	2,067	1,103	1,048
SMOKER INCIDENCE						
% OF TOTAL POPULATION	34.0	33.0	--	34	34	37
% OF FEMALE POPULATION	47.0	46.0	49	49	49	14
% OF MALE POPULATION	53.0	54.0	51	51	51	23
COMPANY SHARES						
1) MAILHOS GROUP	73.7	76.8	77.3	77.3	77.3	76.1
2) A.H.S.A. - PM	26.3	23.2	22.7	22.7	22.7	23.9

2500058742

(URUGUAY)			1985	1986	1987	1988	1989	1990
BRAND SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) NEVADA		G. MAILHOS	30.4	34.3	37.7	39.0	39.6	39.0
2) CORONADO		G. MAILHOS	14.4	16.0	17.3	17.8	17.9	17.2
3) CASINO 80/120		A.H.S.A.	17.5	14.3	13.1	13.0	12.8	13.0
4) FIESTA LIGHTS		A.H.S.A.	1.3	1.4	1.7	2.5	3.7	5.0
5) J&M LIGHTS		G. MAILHOS	1.9	4.1	4.2	4.4	4.6	5.0
6) CORONADO UL. LIGHTS		G. MAILHOS	3.2	3.1	3.0	3.0	2.9	2.4
7) LA PAZ EXTRA		G. MAILHOS	4.8	4.0	3.0	2.5	2.3	2.0
8) GALAXY		A.H.S.A.	3.4	2.9	3.4	2.7	2.3	2.0
9) MARLBORO		A.H.S.A.	--	--	1.9	1.7	1.7	1.9
10) CORONADO LIGHTS		G. MAILHOS	0.2	0.3	0.2	0.1	0.5	1.9
11) J&M		G. MAILHOS	6.0	4.5	3.4	2.6	2.1	1.9
12) RICHMOND		G. MAILHOS	1.4	1.4	1.2	1.2	1.1	1.1
13) LA PAZ C/F		G. MAILHOS	2.2	2.0	1.5	1.3	1.2	1.0
14) RICHMOND LIGHTS		G. MAILHOS	1.1	1.1	0.8	0.8	0.8	0.6
OTHERS			12.4	10.9	5.9	6.0	5.1	7.3
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			93.1	94.1	95.5	96.2	96.6	96.9
FILTER MENTHOL			0.1	0.1	0.1	0.1	--	0.1
NON-FILTER			6.8	5.8	4.4	3.9	3.4	3.0
PRICE SEGMENTATION								
PREMIUM			2.9	2.4	2.0	1.9	1.9	2.0
HIGH			58.4	63.5	68.1	69.2	70.6	71.0
MEDIUM			30.6	27.3	23.4	22.1	21.3	21.3
LOW			8.1	6.8	6.5	6.8	6.2	5.7
TAR & NICOTINE SEGMENTATION %								
		FTC-TAR						
ULTRA LOW	FROM 0 TO 6		0.5	0.3	2.0	0.1	--	--
LOW	FROM 6 TO 9		3.2	6.4	5.2	5.3	5.2	4.4
MEDIUM	FROM 10 TO 15		31.8	21.1	7.9	8.6	44.1	48.6
HIGH/FULL FLAVOR	15 - ABOVE		64.5	72.2	84.9	86.0	50.7	47.0

2500058743

(URUGUAY)	1985	1986	1987	1988	1989	1990
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN	89.9	91.4	93.5	94.6	95.1	95.7
BLACK	10.1	8.6	6.5	5.4	4.9	4.3
LENGTH SEGMENTATION %						
70 MM AND SHORTER	8.9	7.2	5.2	4.4	4.0	3.4
80 MM to 85 MM	88.5	90.8	93.2	94.3	94.8	95.6
100MM	2.6	2.0	1.6	1.3	1.2	1.0
PACK COUNT SEGMENTATION %						
UP TO 10 CIGTS/PACK	9.5	7.9	5.8	5.6	5.4	5.4
16 TO 19 CIGTS/PACK	8.6	6.9	5.1	4.2	3.9	3.3
20 CIGTS/PACK	81.6	85.0	88.9	90.1	90.6	91.2
21 TO 24 CIGTS/PACK	--	--	--	--	--	--
25 CIGTS/PACK (27 CIGTS/PACK)	0.3	0.2	0.2	0.1	0.1	0.1
PACK TYPE SEGMENTATION %						
SOFT PACK	97.8	97.9	97.6	96.7	95.0	91.9
FLIP TOP BOX	2.2	2.1	2.4	3.3	5.0	8.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	1	1	1	1	1	1
B) RADIO	1	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1

2500058744

(URUGUAY)	1985	1986	1987	1988	1989	1990
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON: A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
ROLL YOUR OWN (THOUSAND KILOS)	475.4	680.5	757.3	829.0	856.0	1,047

2500058745

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: VENEZUELA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	18,249	17,436	17,380	17,800	17,292	15,862
POPULATION TOTAL (MILLIONS)	17.3	17.8	18.3	18.7	19.2	19.7
PER CAPITA CONSUMPTION	1,055	1,021	951	949	898	804
SMOKER INCIDENCE						
% OF TOTAL POPULATION	19.1	19.2	20.0	20.0	19.0	30.0
% OF FEMALE POPULATION	45.0	43.0	43.0	43.0	43.0	34.0
% OF MALE POPULATION	55.0	57.0	57.0	57.0	57.0	27.0
COMPANY SHARES						
1) BIGOTT (BAT)	79.1	81.3	76.5	76.5	73.0	75.7
2) CATANA	20.9	18.7	23.5	23.5	27.0	24.3

(VENEZUELA)			1985	1986	1987	1988	1989	1990
BRAND FAMILY SHARES %								
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) BELMONT	BIGOTT	BIGOTT	39.0	41.0	42.8	47.2	45.7	40.5
2) CONSUL	B.A.T.	BIGOTT	38.7	38.3	33.1	31.8	24.7	34.3
3) FORTUNA	CATANA	CATANA	--	--	--	--	--	11.0
4) ASTOR	CATANA	CATANA	14.0	11.5	12.1	11.3	13.5	9.4
5) MARLBORO	P. MORRIS	CATANA	0.8	1.0	1.6	2.0	2.5	3.7
6) YORK	CATANA	CATANA	0.7	2.8	2.0	1.2	1.5	--
7) LIDER	P. MORRIS	CATANA	5.4	2.5	2.2	1.3	1.1	--
8) VICEROY	B.A.T.	BIGOTT	0.4	0.3	0.5	0.5	0.5	0.5
9) OTHERS			1.0	2.6	5.7	4.7	10.5	0.6
MARKET SEGMENTATION %								
FILTER (NON-MENTHOL)			99.9	99.9	99.9	99.9	99.9	99.9
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1	0.1
NON-FILTER			---	---	---	---	---	---
PRICE SEGMENTATION % (SHARES)								
PREMIUM			1.6	1.4	1.4	1.5	3.2	1.5
HIGH			57.0	5.15	59.0	54.1	59.3	43.2
MEDIUM			41.4	47.1	39.6	39.2	26.9	--
LOW			---	---	---	5.2	10.6	55.3
PRICE SEGMENTATION (US\$ PRICE)								
PREMIUM			.61-.71	.63-.61	.59-.61	0.45	0.37	0.68
HIGH			.54	.51	.54	0.40	0.33	0.64
MEDIUM			---	---	---	0.35	0.30	--
LOW			.38	.43	.45	0.33	0.28	0.58
(BASE Bs/\$)			(7.80)	(11.80)	(13.45)	(20.00)	(30.00)	(53.00)

(VENEZUELA)	1985	1986	1987	1988	1989	1990
LENGTH SEGMENTATION %						
70 MM AND SHORTER	97.5	97.3	95.7	95.9	95.1	95.9
80 MM to 85 MM	2.3	2.5	3.9	3.6	4.4	3.5
100MM	0.2	0.2	0.4	0.5	0.5	0.6
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	100	99.9	96.9	95.9	94.3	89.3
10 CIGTS/PACK	--	0.1	2.9	3.9	5.6	10.7
14 CIGTS/PACK	--	--	0.2	0.2	0.1	--
PACK TYPE SEGMENTATION %						
SOFT PACK	98.6	98.3	96.9	96.8	96.0	96.6
FLIP TOP BOX	1.4	1.7	3.1	3.2	4.0	3.4
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	3/2	3/2
B) RADIO	2	2	2	2	3/2	3/2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	2	1	1	1	1/2	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1	1
H) CINEMA	1	1	1	1	1	1
I) SAMPLING	1	1	1	1	1	1
TAR & NICOTINE SEGMENTATION %						
LOW (Under 10.0mg/cig;						
Nicotine: under 0.70mg/cig)	0.1	0.1	0.1	0.1	0.1	0.1
MEDIUM (Under 10.0mg/cig;						
Nicotine: under 0.70mg/cig)	11.5	5.9	7.1	--	--	--
HIGH/FULL FLAVOR (Over 10.0mg/cig;						
Nicotine: over .70mg/cig)	88.4	94.0	92.8	99.9	99.9	99.9

(VENEZUELA)	1985	1986	1987	1988	1989	1990
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:						
A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:						
A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

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2500058750

CANADA

CANADA

2500058751

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANADA

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	58,700	55,437	52,419	50,915	47,430	45,710
POPULATION TOTAL (MILLIONS)	25.4	25.6	25.9	26.1	26.2	26.4
PER CAPITA CONSUMPTION	2,311	2,166	2,027	1,951	1,808	1,727
SMOKER INCIDENCE						
% OF TOTAL POPULATION	34.6	32.0	N/A	N/A	N/A	N/A
% OF FEMALE POPULATION	33.0	29.4	N/A	N/A	N/A	N/A
% OF MALE POPULATION	36.3	34.7	N/A	N/A	N/A	N/A
COMPANY SHARES						
1) IMPERIAL	52.85	51.45	54.6	56.3	58.0	60.3
2) ROTHMANS/BENSON & HEDGES*	20.17	20.69	28.8	27.0	25.1	23.3
3) MACDONALD	16.59	15.85	16.6	16.7	16.9	16.4
4) ROTHMANS*	20.17	20.69	---	---	---	---
5) B&H*	10.29	11.85	---	---	---	---

*NOTE - ROTHMANS AND BENSON & HEDGES WERE MERGED IN 1987

(CANADA)

1985

1986

1987

1988

1989

1990

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) PLAYERS		IMPERIAL	22.96	20.90	23.5	24.9	25.5	26.2
2) DU MAURIER		IMPERIAL	17.65	15.66	19.7	20.3	21.6	23.6
3) EXPORT		MACDONALD	14.16	11.32	12.9	14.1	14.7	14.6
4) CRAVEN		ROTHMAN	8.10	6.90	7.5	6.9	6.4	6.0
5) MATINEE		IMPERIAL	6.10	5.07	5.6	5.8	6.1	6.0
6) ROTHMANS		ROTHMAN	8.00	6.56	7.0	6.8	6.3	5.9
7) BENSON & HEDGES		B & H	2.60	5.99	4.1	3.8	3.6	3.4
8) BELVEDERE		B & H	2.81	2.15	2.6	2.6	2.4	2.3
9) NUMBER 7		ROTHMAN	3.30	6.38	2.8	2.2	1.9	1.8
10) CAMEO		IMPERIAL	1.89	1.70	1.7	1.7	1.6	1.6
11) MARK TEN		B & H	2.49	1.50	1.9	1.8	1.7	1.5
2) PETER JACKSON		IMPERIAL	2.01	6.10	2.1	1.8	1.5	1.3
13) VISCOUNT		B & H	1.42	1.25	1.4	1.3	1.3	1.2
14) VANTAGE		MACDONALD	1.36	1.10	1.0	1.1	1.1	0.9
15) MACDONALD SPECIAL		R.J. R. MACDONALD	---	2.66	1.9	0.7	0.0	0.0

MARKET SEGMENTATION %

FILTER	97.98	98.27	98.4	98.6	98.7	98.8
PLAIN	2.02	1.73	1.6	1.4	1.3	1.2

PRICE SEGMENTATION %

REGULAR	99.3	99.1	96.9	81.9	N/A	N/A
*ECONOMY/VALUE	.70	.90	3.1	18.1	N/A	N/A

NO PRICE SEGMENTATION AMONG 4 MAJOR
DOMESTIC MANUFACTURES, EXCEPT
FOR \$0.10 PER CARTON KING SIZE/
REGULAR DIFFERENTIAL, UNTIL
1985 VALUE INITIATIVES.

*(INCLUDES ALL GENERICS, WHICH ARE IMPORTED OR PRODUCED BY BASTOS AND VALUE INITIATIVES BY THE
4 DOMESTIC MANUFACTURERS SINCE SEPTEMBER 1985).

(CANADA)

1985

1986

1987

1988

1989

1990

TAR & NICOTINE SEGMENTATION %

ULTRA LOW (0-5MG)

7.9

8.7

N/A

N/A

N/A

N/A

LOW (6-9MG)

12.7

11.7

N/A

N/A

N/A

N/A

MEDIUM (10-15MG)

56.4

58.1

N/A

N/A

N/A

N/A

HIGH/FULL FLAVOR (15MG+)

23.0

21.5

N/A

N/A

N/A

N/A

TOBACCO TYPE SEGMENTATION %

BLOND: AMERICAN

1.2

0.7

0.5

0.7

0.5

0.7

VIRGINIA

98.8

99.3

99.5

99.3

99.5

99.7

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES

2) BANNED

3) RESTRICTED

A) TELEVISION

2

2

2

2

2

2

B) RADIO

2

2

2

2

2

2

C) NEWSPAPERS

1

1

1

1

1

1

D) MAGAZINES

1

1

1

1

1

1

E) COUPONS

3

3

3

3

3

3

F) POINT OF SALE

1

1

1

1

1

1

G) BILLBOARDS

3

3

3

3

3

3

H) CINEMA

1

1

1

1

1

1

I) SAMPLING

(12 MONTHS ON NEW INTRODUCTION ONLY)

(CAN. 1)

1985

1986

1987

1988

1989

1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	YES	YES	YES	YES	YES	YES
	C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

ROLL YOUR OWN (THOUSAND KILOS)	6,866.4	7,412.8	N/A	N/A	N/A	N/A
*CIGARS (MILLIONS)	305.6	285.0	261.0	239.0	231.0	190.2
*PIPE TOBACCO (THOUSAND KILOS)	90.8	36.5	N/A	N/A	N/A	N/A
*CHEWING TOBACCO (THOUSAND KILOS) AND SNUFF (THOUSAND KILOS)						

*(LOCAL PRODUCTION. DOES NOT INCLUDE
IMPORTS WHICH REPRESENT A SUBSTANTIAL
PART OF THE MARKET).

USA

2500058756

U.S.A MARKET

2500058757

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: U.S.A.

	1985	1986	1987	1988	1989	1990
TOTAL CIGARETTE SHIPMENTS (MILLIONS)	594,695	581,933	570,034	557,803	523,587	521,811
POPULATION TOTAL (MILLIONS)	238.6	240.9	243.1	246.0	248.0	249.8
PER CAPITA CONSUMPTION	2,492	2,416	2,345	2,267	2,111	2,089
SMOKER INCIDENCE						
% OF TOTAL POPULATION	32.8	31.2	30.3	29.0	28.6	29.4
% OF FEMALE POPULATION	30.3	29.2	28.4	27.2	27.0	27.5
% OF MALE POPULATION	35.7	33.4	32.5	31.0	30.4	31.5
COMPANY SHARES						
1) PHILIP MORRIS	35.9	36.9	37.8	39.3	41.9	42.7
2) R.J. REYNOLDS	31.6	32.4	32.5	31.8	28.5	28.5
3) BROWN & WILLIAMSON	11.9	11.7	11.0	10.9	11.4	11.4
4) LORILLARD	8.1	8.1	8.2	8.2	7.9	7.6
5) AMERICAN BRANDS	7.5	7.2	6.9	7.0	7.0	6.8
6) THE LIGGETT GROUP	4.9	3.8	3.5	2.8	3.3	3.4

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS, ROPER

2500058758

USA 1

(U.S.A.)

1985

1986

1987

1988

1989

1990

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER						
1) MARLBORO		PHILIP MORRIS	22.4	23.1	23.6	24.9	26.4	26.0
2) WINSTON		R.J. REYNOLDS	11.4	11.2	11.1	10.8	9.0	8.8
3) SALEM		R.J. REYNOLDS	7.9	7.8	7.7	7.3	6.2	6.2
4) KOOL		BROWN & WILLIAMSON	6.8	6.4	6.0	6.0	6.0	4.9
5) NEWPORT		LORILLARD	3.4	3.8	4.2	4.4	4.7	4.6
6) CAMEL		R.J. REYNOLDS	4.4	4.3	4.2	4.3	3.9	4.4
7) DORAL		R. J. REYNOLDS	1.2	2.1	3.0	3.4	3.6	4.3
8) BENSON & HEDGES		PHILIP MORRIS	4.6	4.3	4.2	3.9	3.9	3.6
9) MERIT		PHILIP MORRIS	4.1	4.0	3.9	3.8	3.8	3.5
10) VIRGINIA SLIMS		PHILIP MORRIS	2.8	2.9	3.1	3.0	3.2	3.1
11) CAMBRIDGE		PHILIP MORRIS	.1	0.6	1.1	1.8	2.3	2.5
12) VANTAGE		R.J. REYNOLDS	3.3	3.2	3.1	3.0	2.5	2.4
13) PALL MALL		AMERICAN	3.5	3.2	3.1	2.9	2.7	2.2
14) KENT		LORILLARD	3.0	2.7	2.5	2.4	2.1	1.8
15) CARLTON		AMERICAN	1.9	1.9	1.7	1.7	1.7	1.6
16) OTHERS			15.8	16.6	16.4	16.4	18.0	20.1

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	66.2	67.0	67.2	67.8	68.5	69.7
FILTER MENTHOL	28.0	27.5	27.7	27.5	27.1	26.3
NON-FILTER	5.8	5.5	5.1	4.7	4.3	4.0

PRICE SEGMENTATION %

HIGH	92.70	91.1	89.8	88.9	85.2	80.8
ECONOMY	7.30	8.9	10.2	11.1	14.8	19.2

*Economy includes all Generic packings (B&W Generic, Liggett Generic, Cambridge, Falcon Lts., American Lights, Alpine, PM Generics, R.J.R. Generics and Doral) and Value Packings (Century, Richland, Players 25's, Malibu and Stride).

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USA 2

(USA)	1985	1986	1987	1988	1989	1990
TAR & NICOTINE SEGMENTATION %						
ULTRA LOW (0-6 mg. tar)	10.0	10.2	10.6	11.2	11.5	12.0
MEDIUM (7-15 mg. tar)	39.0	39.9	39.9	40.1	43.2	40.0
HIGH/FULL FLAVOR (16+ mgs.)	45.1	44.5	44.4	44.0	41.0	44.0
TOBACCO TYPE SEGMENTATION %						
BLOND: AMERICAN BLEND	100.0	100.0	100.0	100.0	100.0	100.0

*ADJUSTED OFFICIAL LOW TAR MARKET SHARES
 SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

(U.S.A.)	1985	1986	1987	1988	1989	1990
LENGTH SEGMENTATION %						
70 MM AND SHORTER	2.5	2.4	2.2	2.0	1.8	1.7
80 mm to 85 MM	58.1	57.6	57.2	57.2	57.1	56.8
100 MM	37.1	37.5	38.2	38.4	38.6	39.1
OVER 100 MM (120's)	2.3	2.5	2.4	2.4	2.5	2.3
PACK COUNT SEGMENTATION %						
20 CIGTS/PACK	98.0	97.4	97.6	98.2	98.6	98.8
25 CIGTS/PACK	2.0	2.6	2.4	1.8	1.4	1.2
PACK TYPE SEGMENTATION %						
SOFT PACK	82.5	81.3	80.4	78.5	76.8	76.4
FLIP TOP BOX	17.5	18.7	19.6	21.5	23.2	23.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY						
*NOTATIONS: 1) YES						
2) BANNED						
3) RESTRICTED						
A) TELEVISION	2	2	2	2	2	2
B) RADIO	2	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1	1
E) COUPONS	1	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1	1
G) BILLBOARDS	1	1	1	**1	**1	**1
H) CINEMA	1	1	1	1	1	***2
I) SAMPLING	1	*3	*3	*3	*3	3

SOURCE: M.S.A. U.S. TOTAL SHARE REPORTS

*Banned in at least 4 markets.

**Banned in Portland, ME, Manchester, Burlington, Utah, Alaska and Hawaii.

***Not used based on internal policy decision.

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USA 4

(U.S.A.)

1985

1986

1987

1988

1989

1990 1990

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES	YES
	B) CARTONS	YES	YES	YES	YES	YES	YES
	C) ADVERTISING	YES	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES	YES

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)	3,110.3	2,968.1	2,768.4	2,541
PIPE TOBACCO - DOMESTIC (THOUSAND LBS.)	18,091	15,623	13,756	12,506
LITTLE CIGARS	1,217.8	966.6	453.5	1,166
ROLL YOUR OWN (THOUSAND LBS.)	3,656	3,386	3,396	3,871
CHEWING TOBACCO (THOUSAND LBS.)	85,109	78,794	76,394	74,691
SNUFF (THOUSAND LBS.)	48,630	46,688	45,093	47,809
BIDI (MILLIONS)	N/A	N/A	N/A	N/A
KRETEK (MILLIONS)	52.035	42.558	44,922	41,283

SOURCE: TOBACCO MERCHANTS ASSOCIATION.

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